

2001

Santa Clara County **Occupational Outlook Report**



A Product of:

The California Cooperative Occupational
Information System (CCOIS)
(www.calmis.ca.gov)

Sponsored by:

NOVA
(www.novaworks.org)

The California Employment Development
Department (EDD)
(www.edd.ca.gov)

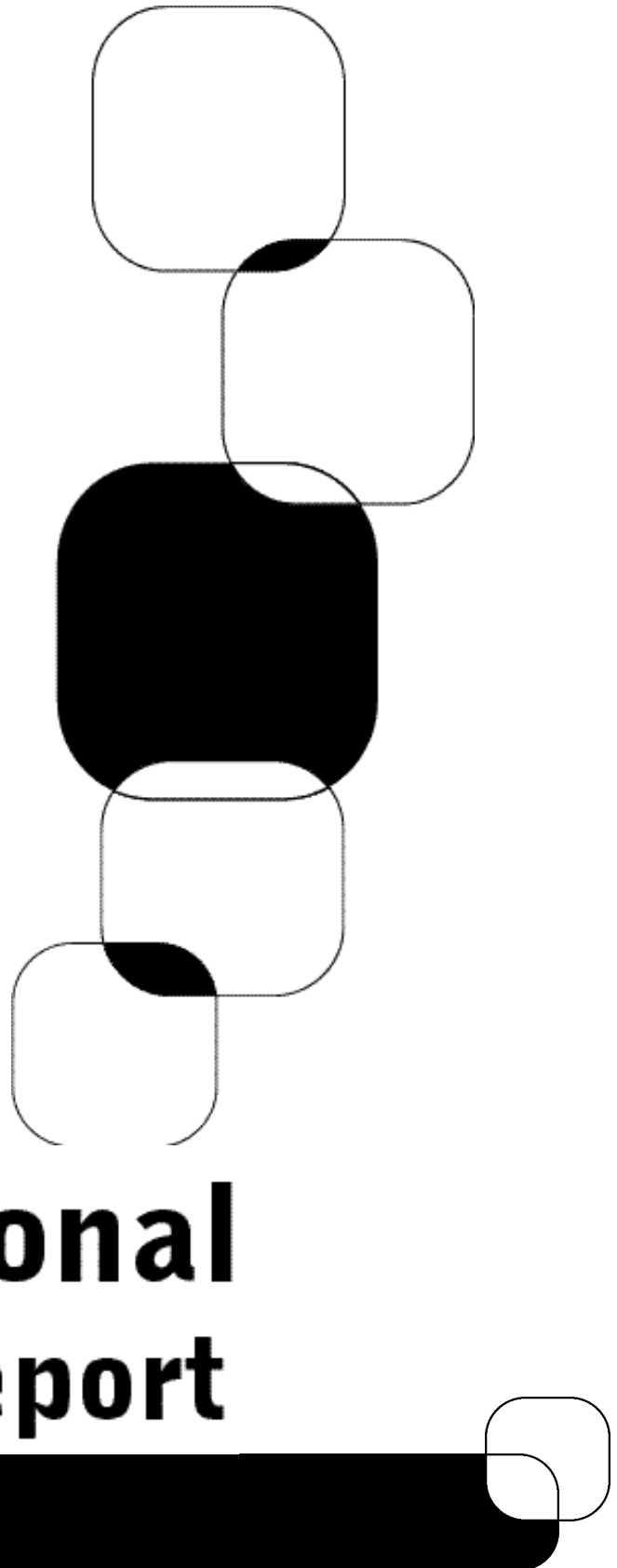
The California Occupational Information
Coordinating Committee (COICC)
(www.soicc.ca.gov)

**For More Information
Please Contact:**

NOVA
505 W. Olive Avenue, Suite 550
Sunnyvale, CA 94086
Phone: (408) 730-7232
Fax: (408) 773-9054
www.novaworks.org

Occupational Outlook Report

Santa Clara County



Acknowledgements

California Cooperative Occupational Information System

NOVA Workforce Board:

Clare Phillips, Chairperson
Michael J. Curran, Director

Project Staff:

Rob Gamble, Project Manager
Sherri Calderhead, Project Supervisor
Jessica Blair, Project Coordinator
Vanessa Costa, Project Assistant
Laura Mangan, Project Assistant
Allen Trac, Project Assistant
Christy Byrne, Project Assistant
Dana Kelly, Graphic Designer
Kenneth Dodds, Graphic Designer

We Would Also Like To Recognize:

EDD's Labor Market Information Division Staff:

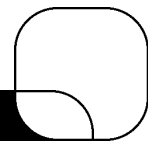
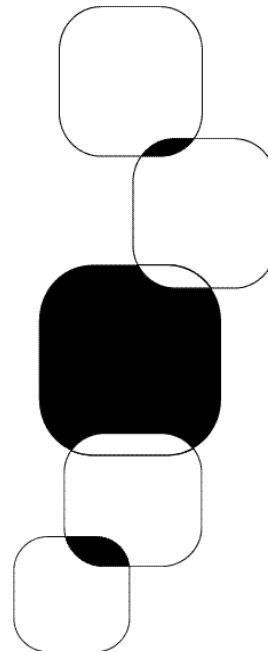
Randy Robin, Research Analyst
www.calmis.ca.gov

Employers:

The employers who took their valuable time to answer
our occupational surveys.

Resources:

Employers, educators, union representatives and other resource people who
were contacted because of their expertise in the occupation.



To go back to the Table of Contents from any page, click on the page number

Table of Contents

Introduction

Introduction	iii
Project Methodology	v
Description of Occupational Tables	vii

Occupational Tables

Automotive Mechanics	2
Computer Aided Design (CAD) Technicians	4
Computer Network Technicians	6
Computer and Software Support Technicians	8
Computer Support Specialists	10
Dental Hygienists	12
Employment Interviewers – Private or Public Employment	14
Graphic Designers	16
Home Health Aides	18
Integrated Circuit Layout Designers	20
Internet Web Site Designers/Developers (Webmasters)	22
Medical Records Technicians	24
Occupational Therapists	26
Physical Therapists	28
Physical Therapy Aides	30
Physical Therapy Assistants	32
Public Relations Specialists and Publicity Writers	34
Receptionists and Information Clerks	36
Respiratory Care Practitioners	38
Sales Representatives – Except Scientific and Related Products	40
Salespersons – Retail (Except Vehicle Sales)	42
Sheet Metal Duct Installers	44
Speech – Language Pathologists and Audiologists	46
Teachers – Special Education	48
Telephone and Cable T.V. Line Installers and Repairers	50

Appendix

Appendix A: Previously Studied Occupations 1995–2001	52
Appendix B: Training Providers by Occupation	55
Appendix C: Index of Training Providers	58

Introduction

Overview

The NOVA Labor Market Information Study is produced as part of a state-wide project called the California Cooperative Occupational Information System (CCOIS). The program is a cooperative effort between NOVA and the State of California Employment Development Department (EDD), Labor Market Information Division (LMID). It is an annual study conducted to improve the match between the labor needs of employers and the skills of job seekers by providing current, localized occupational information. Funding for this study is provided by EDD and NOVA.

NOVA

For 18 years, NOVA has built opportunities for workforce development in Silicon Valley. The Federal Job Training Partnership Act, which originally legislated the Private Industry Council, was replaced in 1998 by the Workforce Investment Act. Newly renamed the NOVA Workforce Board, this council directs NOVA, offering a wide range of counseling and training services to job seekers throughout the Valley. The Board represents a wide range of businesses and communities residing in Silicon Valley.

The services provided by NOVA benefit both employers and job seekers. Employers can receive assistance with their hiring, retraining or out-placement needs. Job seekers may receive vocational testing and counseling as well as assistance in obtaining the competitive skills necessary to enter the work force. NOVA also offers services funded outside of WIA such as this labor market information study and other special projects for employee retraining, veterans, youth, the homeless, and individuals with disabilities.

As a primary administrator of local employment and training funds, and an organization established to coordinate private and public efforts in that area, NOVA is in an ideal position to act as the coordinator of the local portion of the California Cooperative Occupational Information System. NOVA therefore sought and obtained funding to be one of the first pilot sites in the state for this project. This year marks the thirteenth year of NOVA's participation in the project.

Labor Market Information Division (LMID)

This project is administered by LMID to encourage state/local cooperation in gathering, analyzing and distributing occupational information. LMID has access to an extensive state database from which to provide information and projections concerning local labor market conditions. LMID's expertise, technical assistance and database have all been made available to NOVA and, through this publication, are now being made available to you.

Note: The various tasks of each organization in the survey process are described in Project Methodology.

Uses of the Data

The data in this publication has been gathered, analyzed, and is distributed with the intention of being used by a variety of organizations and individuals for many different purposes. Some of the most important uses are listed below.

Career Decisions: The Occupational Tables have been specifically designed for use by career counselors and job seekers to provide easy to read local information on 25 occupations. The localized information includes employer requirements and preferences, wages, and labor supply and demand. It may help career counselors and job seekers make informed occupational choices based on skills, abilities, interests, education, and personal needs.

Note: In the "Description of Occupational Outlook Tables," each section of the table is defined. Suggestions for interpreting the data have been made in italics. It is hoped that this format will make it easier for career counselors to use this data effectively when working with clients.

Placement and Job Development: When job counselors and job developers are looking for appropriate placements for clients, the Occupational Outlook Tables can also be of help.

Note: Supply & Demand information is provided to assist job seekers in making a decision as to whether a particular occupation is appropriate for their skills, abilities, education and needs. The information may help the counselor and job seeker assess the job market and become more aware of the job skills which Santa Clara County employers rate as important for entry into the occupation. The information provided under the title "Where the Jobs

Introduction

Are'' can guide the job seeker toward industries which are the largest sources of employment for that occupation.

Vocational Program Planning: The report provides local planners and administrators with employment data including occupational size and expected growth rates. Program planners can use this data to evaluate, improve, and eliminate programs, or to plan new programs.

Note: The Occupational Tables provide local planners with the Supply & Demand, Occupational Size and Expected Growth Rate information. This section summarizes data collected from state tax records as well as a federal occupational survey and information collected directly from local employers. This multi-source information will make it possible to make more confident judgements concerning the suitability of occupations for training.

Curriculum Design: Training providers can assess and update their curriculum based on current employer needs and projected trends as indicated in this report.

Note: The "Skills and Other Requirements" section of the Occupational Tables, which provides information on employer skill preferences, will be of particular value to curriculum planners because it rates skills according to employers' evaluation as either very important or not important.

Economic Development: Local government agencies and economic development organizations will find information on the labor pool, such as occupational size, expected growth rates, and wages, which is useful in determining the potential for business growth and development in the Santa Clara County labor market area.

Note: Information on Supply & Demand, Occupational Size and Growth Rates, and Wages & Benefits can be used in establishing the suitability of Santa Clara County for specific types of business growth and development.

Program Marketing: Training providers can effectively market their programs by informing students, employers, and others that the chances for job placements are much greater because their programs are developed using reliable local information.

Human Resource Management: Small business owners and large corporate human resource directors alike can use this report to determine competitive wages and benefits, improve their recruitment methods, and assess the availability of qualified workers for business relocation or expansion purposes.

It is hoped that this publication will meet the needs of its users. If you have any suggestions for improvement, please contact NOVA's LMI Project Coordinator at (408) 730-7232.

Project Methodology

LMID developed Occupational Forecast Tables specifically for Santa Clara County. (Appendix: E) These tables provide 1997 employment by occupation, projected over a seven year growth period. Separation figures and occupational distribution by industry are also provided.

These tables contain information on over 400 occupations. They are generated using state unemployment insurance records of Santa Clara County businesses as well as from the federally financed Occupational Employment Statistics (OES) survey of occupational distribution. Each occupation is identified according to Standard Industrial Classification (SIC) titles.

Occupational Selection Criteria

NOVA applied the following criteria to narrow the list of possible survey occupations to 25:

- The occupation must have a substantial employment base in the county;
- There must be a substantial number of projected job openings in the county;
- There appears to be present and future occupational growth;
- There appears to be a substantial potential for earning capacity;
- The training time required for the occupation must be two years or less, allowing for some exceptions based on the strength of the other criteria;
- The skills requirements are impacted by some fluctuation in the labor market or emerging technology.

Survey Sample Selection

A preliminary list of occupations was developed. This list was reviewed by representatives from community based vocational training programs, educational institutions, organized labor, economic development organizations, and the Workforce Board. From the input of these organizations, some occupations were eliminated and others added. A final list of occupations was then selected. Each occupation was clearly defined and an appropriate OES/DOT title was

assigned. After the occupations were selected, defined, and the appropriate OES/DOT titles assigned, LMID developed an employer sample for each occupation. When drawing up the employer sample, the pattern of distribution of industries was considered. Industries are classified by the Standard Industrial Classification manual. There are nine major industry groups; some examples are agriculture, construction, manufacturing, and retail trade.

LMID staff, using detailed databases on employers and occupational staffing within industries, chose a representative sample of employers for each of the occupations. For example, a medical assistant would generally work for a firm classified in the health services category, whereas a word processor may be scattered across several industries —health services, retail trade, manufacturing, etc. This was considered for each occupation when establishing the sample of employers that would receive questionnaires. If 20 percent of Santa Clara County workers in an occupation were found in a specific industry, then 20 percent of the sample was drawn from that industry.

The sample was carefully reviewed, and employers were called to verify company name and address, confirm the existence of the occupation at the company, and obtain the name of a contact person. Employers were added or deleted as appropriate. The final sample included up to 40 employers for each occupation.

Questionnaire Development

Separate questionnaires were developed for each of the 25 occupations. Since the standard questionnaire did not contain a skills question, NOVA, with the assistance of EDD, developed a third page to cover skills for each occupation.

Data Collection

After the mailing, all employers who did not return a completed questionnaire by the designated deadline, received a follow-up phone call. Data collection began June 2001 and was completed in October 2001. Employers were given the opportunity to respond to the questionnaire over the phone or return it by FAX or mail. Additional employers were added

Project Methodology

to the original sample as necessary to ensure meeting a 50% response rate and to survey 40% of the sample's projected employment size.

All surveys were reviewed for accuracy of the data, and employers were re-contacted if answers were missing, unclear or conflicted with other answers. In addition to contacting employers, the NOVA staff, when necessary contacted labor unions, employment agencies, training providers, etc. to learn more about a specific occupation.

Tabulation: The survey responses were entered into a database and tabulations were prepared. From these tabulations, the data was analyzed and the final occupational summary reports were prepared by NOVA staff. Each occupational statement provides information on training and hiring requirements, size of the occupation and expected growth rate, supply and demand assessment, major employment sources, and other information. Specific employer information is confidential and cannot be released.

Disclaimers

The wages included in this report are those paid by the employers participating in the survey for employees at three levels of experience. The report does not include extreme wages.

The Employment Development Department (EDD) does not endorse the schools listed in the California Training and Education Provider (CTEP). Please note that training programs may change frequently and we recommend contacting the schools to verify the information listed in the profile.

Description of Occupational Tables

Overview

The Occupational Tables (pages 1-50) present a summary of the project's findings by occupation. A separate table is presented for each of the 25 occupations for which surveys were completed. Major sections of each table include:

- Occupational Title and OES Code
Occupational Definition
- Wages & Benefits
 - Wages
 - Benefits
 - Hours Worked
 - Shifts
- Employer Requirements
 - Education
 - Training & Experience
 - Skills, legally mandated requirements and other requirements
- Projections
 - Forecast levels
 - Employment Levels
 - Past 12 months
 - Next 24 months
- Supply & Demand
 - Difficulty in Finding Applicants
 - Recruitment Methods
 - Turnover
- Where the Jobs Are
- Size of Occupation
 - Range
 - Gender
- Training Providers

The following is a brief description of each section of the tables, definitions of terms relevant to the specific sections, and suggestions concerning how the information can be used effectively.

Occupations are listed alphabetically by their Occupational Employment Statistics (OES) titles. The titles and definitions are based on the OES dictionary published by the Bureau of Labor Statistics, October 1991.

Note: An OES code is not listed for the following occupations since they do not fit into any OES classifications: Computer Aided Design (CAD) Technicians, Computer Network Technicians, Computer & Software Support Technicians, Graphic Designers, Integrated Circuit Layout Designers, and Internet Web Site Designers/Developers (Webmasters). These occupations were selected for the survey based on the needs of the local users of occupational information.

Wages & Benefits

Wages

Wage data serves as a guide for comparing salaries of one occupation to those of another. The information helps ascertain the exact calculated salary ranges and median wages for each occupation. Where applicable, this information is provided for both union and non-union employees. All wages reflect responses given by employers surveyed.

Please note that this data is not meant to represent official prevailing wages and should be used (if at all) with caution for wage and salary administration. Wages are reported for three occupational levels as follows:

- **New Hires:** wages generally paid to persons trained or qualified but with little or no paid experience in the occupation.
- **New Hires Who Are Experienced:** starting wage generally paid to journey-level or experienced persons who are just starting at the firm.
- **Experienced Employees (3+ years w/the firm):** wages generally paid to individuals with three years or more experience at the firm in that occupation.

Benefits

Description of Occupational Tables

The benefits section identifies what percentage of the employers surveyed offer benefits to employees (both full-time and part-time where applicable) in the occupation. This section also indicates who pays for the benefits, e.g., employer pays all, employee pays all or both share the cost.

Note: Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision. Ranges are also considered to be representative.

Hours Worked

This section identifies typical working hours of employees in the occupation. More specifically, it shows how many hours per week they work on average, (if at all).

Shifts Worked

This section identifies what shift the employees work in the occupations, Day, Swing or Graveyard.

Employer Requirements

Education

This section identifies the minimum level of formal education that firms require when hiring a candidate into the specific occupation.

Note: While minimum educational requirements have been shown as employers expressed them, these educational requirements are not always essential for the performance of job duties. Because the lack of education will create a barrier with some employers, employers' educational statements have been included in this report.

Training & Experience

Training: Generally refers to training as provided by Regional Occupational Programs, adult education, private vocational schools, state approved apprenticeship programs and community college training programs. Some occupations have legal or voluntary licensing, registration, or certification requirements which stipulate training or proficiency tests. Details are provided where applicable.

Note: It should be noted that just meeting employer requirements may not be sufficient for employment. Often, the

difference between obtaining employment for an inexperienced person is completion of the preferred levels of education and training. This is particularly true in occupations where supply exceeds demand and the inexperienced are competing with the experienced.

Experience: The type and amount of experience required by employers and areas in which employers look for experience is noted in this section. If training is an acceptable substitute for work experience, that is also noted.

This section provides a good indication of the degree of competition for jobs in the occupation. The more experience an employer requires, the stronger the competition and the harder it will be to enter the occupation with the proper qualifications but no experience.

Skills & Other Requirements

This section provides a summary of employer requirements and preferences in relation to the occupation. It is divided into five categories: Technical Skills, Physical Skills, Personal Skills, Basic Skills, and Computer Software Skills.

Note: With the passage of the Americans With Disabilities Act in 1990, employers must determine the "essential functions" of a position. The designation of a skill as "very important" or "important" is based upon employer preference. These terms are in no way meant to determine which skills are "essential functions" of the position. Employers will have to make that designation for each occupation at their firm. It is also important to note that although employers report their preferences as to physical skills, the Act also states that "reasonable accommodation" must be made for applicants and employees who have a disability. For more information about the Americans With Disabilities Act, contact NOVA at (408)730-7232.

Projections

Forecast Level

This is a relative term relating to the rate of growth projected for the occupation from 1997-2004 in Santa Clara County. The Occupational Forecast Tables (Appendix E) provided by EDD/LMID show a

Description of Occupational Tables

growth projection for each occupation. These projections are evaluated against data collected from employers, and from trade associations, schools and industry analysis to provide a reasonable estimate of growth potential.

Projections are generally the numbers that are most relied upon to provide an indication of whether an occupation is expected to have high demand for new employment. Although it is a good starting point, other factors, such as separations, should be considered in attempting to determine the availability of job opportunities in an occupation.

The average projected growth for Santa Clara County is 24.5% during the seven year period of 1997-2004. Ranges have been established around the 24.5% average as follows:

- Much Faster than Average = 36.8% and above
- Faster than Average = 27.0% - 36.7%
- Average = 22.1% - 26.9%
- Slower than Average = 22.0% or less
- Remain Stable = no significant change
- Decline = negative percentage

Growth data can help determine if an occupation is likely to provide increasing or decreasing job opportunities in the future. Even in growing occupations however, the supply of qualified people could exceed the demand for a variety of reasons, including small occupational size, large numbers of people who already meet the occupational requirements, and/or large numbers of people being trained for that occupation.

Employment Levels

Past 12 Months

Next 24 Months

This chart reports how employers responded when asked, if during the past 12 months, employment in an occupation declined, remained stable, or grew. Employers also responded to whether they

expect employment in an occupation to decline, remain stable or grow over the next 24 months.

Supply & Demand

Difficulty in Finding Applicants

Information in this section reports the level of difficulty employers have finding both inexperienced as well as fully experienced and qualified applicants. Terms used to describe levels of difficulty employers have finding candidates are as follows:

Not Difficult—Supply of qualified applicants is considerably greater than demand, creating a very competitive job market for applicants.

Moderately Difficult—Demand is somewhat greater than the supply of qualified applicants. Employers may have some difficulty finding qualified applicants. Qualified applicants encounter little competition in their job search.

Very Difficult—Demand is considerably greater than supply of qualified applicants. Employers often cannot find qualified applicants when an opening exists. Qualified applicants encounter no competition in their job search.

Note: Overall, this section provides the best current indication on the degree of ease or difficulty for a job seeker to obtain employment in the occupation. The information is not absolute, and it can change over time, but it provides a good tool in selecting an occupation for employment in the immediate future. Other factors, such as size of the occupation, projected growth, and separations (discussed in employment trends), should also be taken into consideration when deciding on the suitability of an occupation. In most cases, the most desirable occupations requiring the least training will be difficult to enter. Occupations that are easy to enter may have elements that are not attractive to the job seeker. Sometimes starting in an occupation considered less desirable will provide the job seeker with the experience required to enter a more desirable occupation at a later time.

Recruitment Methods

This section lists the top recruiting methods the

Description of Occupational Tables

surveyed employers use when recruiting for the occupations.

Turnover

A comparison of the total number of employees in the occupation to vacancies filled resulting from promotions and employees leaving the firm in the past 12 months. For most occupations, more openings are the result of workers leaving the labor force (attrition) or changing occupations than of industry growth. Replacement openings are most numerous in occupations with relatively low training. The formula used to calculate annual turnover percentage is as follows:

Where The Jobs Are

This section provides a list of types of industries which are the largest sources of employment for the occupation in Santa Clara County. The titles are from the Standard Industrial Classification system, as used in the 1997-2004 Occupational Forecast Tables (Appendix E). This information is helpful to job seekers and job developers by identifying industries most likely to provide employment in the occupation. It is often recommended that job seekers contact employers within major employing industries in order to get more specific information for career planning.

Size of Occupation

Range—This is a relative term assigned to the number of people employed in the occupation as reported in "Annual Average 1997." The designation is different for each county and is based on the size of the work force in the county.

The number for Santa Clara County is converted to the relative term based on the following table:

- Small = 1,389 or less
- Medium = 1,390 – 2,779
- Large = 2,780 – 6,022
- Very Large = 6,023 or more

The size of the occupation is important because it influences the availability of jobs. For instance, an

occupation that is growing very slowly but is also very large could still be a good source of employment. Conversely, an occupation that is growing rapidly but is small in size may not provide good job opportunities at this time for significant numbers of people.

Gender—This section gives a percent breakdown of gender distribution in the particular occupation. It is stated as a percentage of the employees represented.

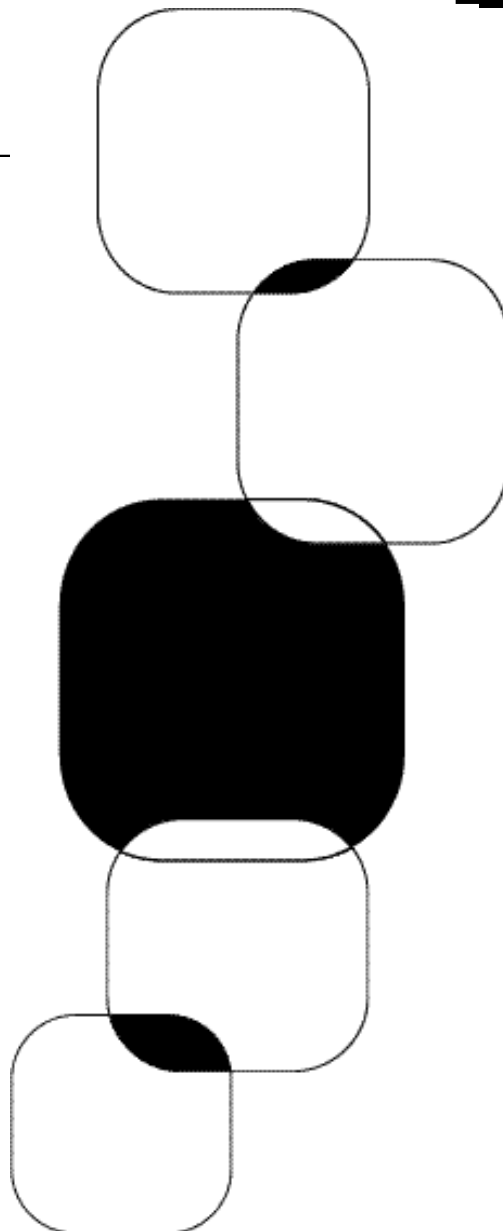
Training Providers

Appendix A has a list of the Training Providers for each occupation.

Appendix B lists the Training Providers in alphabetical order with detailed information on the address and phone number. Appendix B can be used as a cross reference with Appendix A.

Note: It should be noted that just meeting employer requirements may not be sufficient for employment. Often, the difference between obtaining or not obtaining employment for an inexperienced person is completion of the preferred levels of education and training. This is particularly true in occupations where supply exceeds demand and the inexperienced are competing with the experienced.

Occupational Tables



Automotive Mechanics

OES: 853020

Automotive Mechanics adjust, repair and overhaul automotive vehicles. They may be designated according to specialties, such as Brake Repairers, Transmission Mechanics, or Front-end Mechanics. Please do not include Auto Body Repairers, Bus and Truck Mechanics, Diesel Engine Specialists, and Electrical Systems Specialists.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$0.00	\$0.00	\$0.00
New hires who are experienced	\$13.50	\$26.00	\$23.50
3 years with firm, experienced	\$16.50	\$50.00	\$30.00

Wages: union

New hires, no experience	\$13.00	\$13.00	\$13.00
New hires who are experienced	\$21.00	\$27.00	\$23.99
3 years with firm, experienced	\$26.00	\$41.97	\$31.50

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	63%	0%	31%	0%	6%	0%
Dental	44%	0%	31%	0%	0%	0%
Vision	56%	0%	13%	0%	0%	0%
Life	63%	0%	13%	0%	6%	0%
Sick Leave	63%	0%	0%	0%	0%	0%
Vacation	94%	0%	0%	0%	0%	0%
Retirement	50%	0%	13%	0%	13%	0%
Child Care	0%	0%	6%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

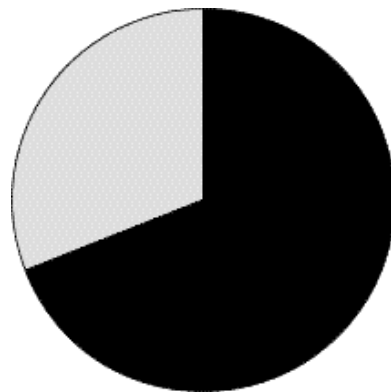
Full-time	41	On-call	0
Part-time	22	Seasonal	0

Work Shifts

Day
Swing

Employer Requirements

Education



- 69% Less than High School diploma
- 31% High School diploma or equivalent
- 0% Associate Degree (2yr)
- 0% Bachelor Degree (4yr)
- 0% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required	94%	0%	6%
------------------------------	-----	----	----

Previous experience required: 23 mos. on average

Training as a substitute for experience	75%	25%	0%
---	-----	-----	----

22 mos. of training on average can be substituted for experience. Employers who require training look for ASE training.

Automotive Mechanics

Skills & Other Requirements

Technical Skills

- Ability to operate electronic automotive diagnostic equipment
- Ability to repair brakes
- Ability to repair vehicle heaters
- Ability to repair vehicle air conditioners
- Ability to repair carburetors
- Ability to implement safe work practices
- Ability to tune up engines
- Arc welding skills
- Gas welding skills
- Ability to repair emission controls
- Ability to repair fuel injection systems
- Front end alignment skills
- Certified as a Smog Control Mechanic
- Possession of a Brake Check Certificate
- Certified in Auto Service Excellence (ASE)
- Certified in auto air conditioning maintenance and repair
- Possession of a valid driver's license

Physical Skills

- Willingness to work with close supervision
- Ability to work independently
- Possession of a good DMV driving record

Basic Skills

- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet

Projections

The projected growth for the period of 1997-2004 for **Automotive Mechanics** is 16.7% (Slower than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	6%	25%	69%
Projected over the next 24 months	0%	38%	63%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 3.4%

Recruitment Methods

88%	Employee Referrals
50%	Newspaper Ads
44%	In-house Promotion or Transfer
44%	Walk-in Applicants
13%	Colleges/Universities
6%	Private Employment Agencies
6%	School, Program Referrals
6%	Internet
6%	Trade Journals

Where the Jobs Are

- Auto and Home Supply Stores
- Automotive Repair Shops
- Automotive Services, Except Repair
- New and Used Car Dealers

Size of Occupation

Size as of 1997=4,680
Large (2,780-6,022)

Gender

Male	100%
Female	0%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Computer Aided Design (CAD) Technicians Non-OES 003362999

Computer Aided Design (CAD) Technicians operate computer-aided design systems and peripheral equipment to draft and modify drawings from rough or detailed sketches or notes to specified dimensions for manufacturing, construction, engineering practices, mathematics, building materials, and other physical sciences to complete drawings.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$10.00	\$25.41	\$17.98
New hires who are experienced	\$15.00	\$29.73	\$19.00
3 years with firm, experienced	\$17.00	\$35.96	\$25.00

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	44%	0%	56%	0%	0%	0%
Dental	44%	0%	50%	0%	0%	0%
Vision	38%	0%	50%	0%	0%	0%
Life	50%	0%	19%	0%	0%	0%
Sick Leave	75%	0%	0%	0%	6%	0%
Vacation	94%	0%	0%	0%	0%	0%
Retirement	19%	0%	38%	0%	13%	0%
Child Care	0%	0%	0%	0%	6%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

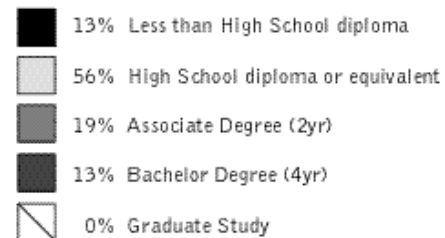
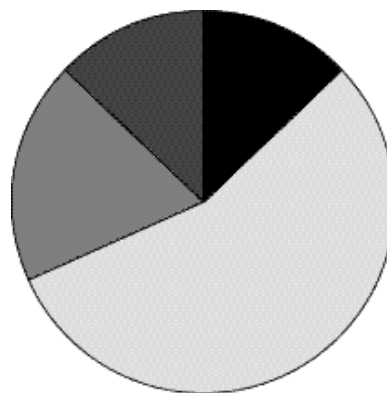
Full-time	40
Part-time	24
On-call	0
Seasonal	0

Work Shifts

Day
Swing
Graveyard

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 63% 6% 31%

Previous experience required: 17 mos. on average

Training as a substitute for experience 60% 40% 0%

10 mos. of training on average can be substituted for experience.

Computer Aided Design (CAD) Technicians

Skills & Other Requirements

Technical Skills

- Drafting and design skills
- Knowledge of automated systems
- Knowledge of basic engineering principles
- Knowledge of Computer Integrated Manufacturing (CIM)
- Ability to adapt to changing technologies
- Advanced math skills
- Ability to use tools
- Abstract reasoning skills
- Creative thinking skills
- Mechanical ability
- Problem solving skills
- Ability to perform multiple and varied tasks

Physical Skills

- Ability to perform precision work

Personal or Other Skills

- Ability to work independently

Basic Skills

- Ability to read and follow instructions
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet
- CAD Software

Projections

The projected growth for the period of 1997-2004 for Computer Aided Design (CAD) Technicians is not available.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	31%	25%	44%
Projected over the next 24 months	19%	31%	50%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 8.2%

Recruitment Methods

94%	Employee Referrals
56%	Newspaper Ads
56%	Walk-in Applicants
50%	Internet
6%	Colleges/Universities
6%	In-house Promotion or Transfer

Where the Jobs Are

- Business Services
- Engineering & Architectural Service
- Electronic Components and Accessories Manufacturing
- Measuring and Controlling Devices Manufacturing
- Personal Supply Services
- Special Industrial Machinery Manufacturing

Size of Occupation

Information not available.

Gender

Male	80%
Female	20%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Computer Network Technicians

Non-OES 033162996

Computer Network Technicians install and maintain personal computers and connect them to local and/or wide area networks (LANs/WANs). Technicians perform troubleshooting, diagnosis, and repair of computers and peripheral equipment; they also work on network related hardware and software problems. They may assign passwords, use manuals, maintain a variety of logs and communicate with Network Managers or others about specific system problems. In addition, they may provide training and education to other staff on network operations, applications, and usage.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$11.00	\$28.77	\$21.58
New hires who are experienced	\$15.00	\$31.16	\$25.00
3 years with firm, experienced	\$20.00	\$46.51	\$30.00

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	53%	0%	47%	0%	0%	0%
Dental	47%	0%	47%	0%	0%	0%
Vision	60%	0%	27%	0%	7%	0%
Life	80%	0%	13%	0%	0%	0%
Sick Leave	93%	0%	0%	0%	0%	0%
Vacation	100%	0%	0%	0%	0%	0%
Retirement	20%	0%	73%	0%	7%	0%
Child Care	0%	0%	0%	0%	20%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

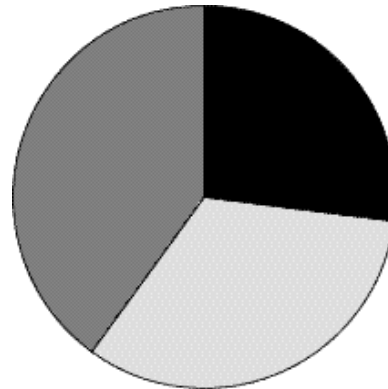
Full-time	41
Part-time	0
On-call	0
Seasonal	0

Work Shifts

Day
Swing

Employer Requirements

Education



	0%	Less than High School diploma
	27%	High School diploma or equivalent
	33%	Associate Degree (2yr)
	40%	Bachelor Degree (4yr)
	0%	Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 80% 20% 0%

Previous experience required: 23 mos. on average

Training as a substitute for experience 50% 50% 0%

16 mos. of training on average can be substituted for experience.

Computer Network Technicians

Skills & Other Requirements

Technical Skills

- Ability to install LAN/WAN cards
- Problem solving skills
- Ability to set up and maintain multi-user systems
- Knowledge of UNIX and other network operating systems
- Ability to operate peripheral equipment
- Ability to install and configure a file server
- Knowledge of mainframe and microcomputer hardware
- Ability to use diagnostics programs
- Knowledge of communication protocols
- Knowledge of network management trends
- Knowledge of modern software applications
- Ability to identify, research and resolve technical problems

Physical Skills

- Ability to concentrate for long periods of time
- Ability to sit continuously for 2 or more hours
- Ability to lift at least 50 lbs.
- Possess excellent vision

Personal or Other Skills

- Attention to detail
- Willingness to work flexible hours
- Ability to think logically
- Ability to work independently
- Ability to work under pressure
- Analytical ability
- Organization and time management skills
- Ability to work in continually changing environments
- Ability to work effectively in a team work environment

Basic Skills

- Ability to read and follow instructions
- Oral communication skills
- Ability to write effectively

Computer Skills

- Word processor
- Spreadsheet
- Database
- Desktop publishing
- Operating Systems
- Networking

Projections

The projected growth for the period of 1997-2004 for **Computer Network Technicians** is not available.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	7%	47%	47%
Projected over the next 24 months	0%	53%	47%

Occupational Outlook 2001 Santa Clara County

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 17.3%

Recruitment Methods

73%	Internet
53%	Employee Referrals
53%	Newspaper ads
33%	Other = Job Fairs, Mailed Resumes, Word-of-Mouth
27%	In-house Promotion or Transfer
20%	Private Employment Agencies
7%	Walk-in Applicants
7%	Colleges/Universities

Where the Jobs Are

- Colleges, Technical School and Universities
- Computer and Computer Software Stores
- Computer and Office Equipment Manufacturing
- Computer Programming, Data Processing and Other Computer Related Services
- Government
- Laboratory Analytical Instrument Manufacturing
- Manufacturers of Semiconductors and Related Devices

Size of Occupation

Information not available.

Gender

Male	76%
Female	24%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Computer and Software Support Technicians Non-OES 213132999

Computer and Software Support Technicians assist in monitoring operations of computers and peripheral equipment. They have knowledge of a variety of word processing, spreadsheet, and data base applications. They assist and provide training in the operation of computers, peripheral equipment, and software; enter commands to help computer operators identify and correct errors; revise input data and programs; recommend changes in programs, in routines, and in quality-control standards to improve computer operating efficiency.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$10.00	\$31.16	\$20.36
New hires who are experienced	\$15.00	\$33.56	\$25.28
3 years with firm, experienced	\$20.00	\$40.00	\$31.45

Wages: union

New hires, no experience	\$10.00	\$20.71	\$15.36
New hires who are experienced	\$15.00	\$25.28	\$19.18
3 years with firm, experienced	\$20.00	\$29.34	\$26.37

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	60%	0%	40%	0%	0%	0%
Dental	67%	0%	33%	0%	0%	0%
Vision	73%	0%	20%	0%	0%	0%
Life	53%	0%	27%	0%	0%	0%
Sick Leave	93%	0%	0%	0%	0%	0%
Vacation	100%	0%	0%	0%	0%	0%
Retirement	13%	0%	0%	0%	20%	0%
Child Care	0%	0%	0%	0%	13%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

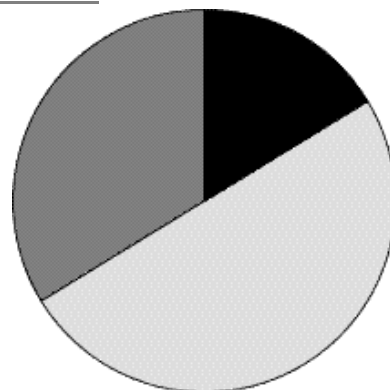
Full-time	40
Part-time	20
On-call	40
Seasonal	0

Work Shifts

Day
Swing

Employer Requirements

Education



- ☐ 0% Less than High School diploma
- ☐ 40% High School diploma or equivalent
- ☐ 27% Associate Degree (2yr)
- ☐ 33% Bachelor Degree (4yr)
- ☐ 0% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required	60%	27%	13%
------------------------------	-----	-----	-----

Previous experience required: 17 mos. on average

Training as a substitute for experience	55%	45%	0%
---	-----	-----	----

9 mos. of training on average can be substituted for experience.

Computer and Software Support Technicians

Skills & Other Requirements

Technical Skills

- Ability to troubleshoot and perform diagnostics on systems and programs
- Ability to read, understand, and follow procedures according to manuals and oral instructions
- Ability to enable computers to perform many routine tasks
- Ability to adapt to changes in technology
- Ability to train customers in proper usage of systems and equipment
- Ability to install and maintain peripheral equipment
- Ability to set up and maintain networked systems
- Knowledge of client server applications
- Ability to schedule installations, backups, maintenance and other procedures
- Knowledge of direct applications between mainframes and PC's
- Knowledge of minicomputers, including hardware and a variety of operating systems
- Ability to maintain log books and operating records
- Knowledge of mainframe computers including hardware and operating procedures

Physical Skills

- Visual acuity
- Manual dexterity

Personal or Other Skills

- Ability to work independently
- Ability to work effectively under pressure
- Ability to multi task
- Ability to read and follow written instructions
- Oral communication skills
- Ability to follow oral instructions
- Ability to manage crisis situations
- Ability to make independent decisions
- Ability to meet deadlines
- Willingness to work night, evening, or weekend shifts
- Willingness to work with close supervision

Computer Skills

- Word processor
- Spreadsheet
- Database
- Desktop publishing
- Operating Systems

Projections

The projected growth for the period of 1997-2004 for Computer and Software Support Technicians is not available.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	13%	53%	33%
Projected over the next 24 months	7%	40%	53%

Occupational Outlook 2001 Santa Clara County

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified	X		
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 31.3%

Recruitment Methods

73%	Internet
60%	Employee Referrals
47%	Other = Recruiters, Job Fairs, Internship, On-line Resume, Word-of-Mouth, Internet Postings
27%	In-house Promotion or Transfer
27%	Newspaper Ads
13%	Private Employment Agencies
7%	Colleges/Universities
7%	School, Program Referrals

Where the Jobs Are

- Audio and Video Equipment Manufacturing
- Communications Equipment Manufacturing
- Computer Manufacturing
- Computer Related Services
- Government
- Semiconductor & Related Devices Manufacturing
- Software Services

Size of Occupation

Information not available.

Gender

Male	65%
Female	35%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Computer Support Specialists

OES 251040

Computer Support Specialists provide technical assistance and training to computer system users. Investigate and resolve computer software and hardware problems of users. Answer clients' inquiries in person and via telephone concerning the use of computer hardware and software, including printing, word processing, programming languages, electronic mail, and operating systems.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$10.00	\$23.01	\$13.24
New hires who are experienced	\$14.00	\$31.16	\$19.18
3 years with firm, experienced	\$15.78	\$35.48	\$23.49

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	53%	7%	27%	0%	7%	0%
Dental	40%	0%	27%	0%	7%	0%
Vision	40%	0%	27%	0%	7%	0%
Life	67%	0%	0%	0%	0%	0%
Sick Leave	87%	7%	0%	0%	0%	0%
Vacation	87%	7%	0%	0%	0%	0%
Retirement	33%	0%	27%	0%	13%	7%
Child Care	7%	0%	0%	0%	13%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

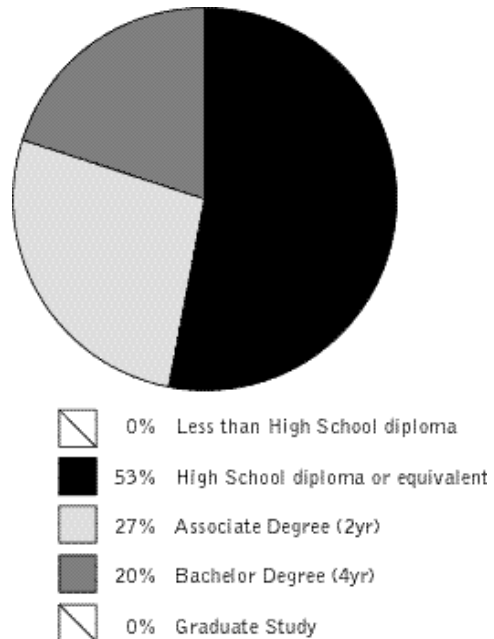
Full-time	40
Part-time	23
On-call	0
Seasonal	0

Work Shifts

Day
Swing

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 60% 27% 13%

Previous experience required: 16 mos. on average

Training as a substitute for experience 27% 73% 0%

5 mos. of training on average can be substituted for experience.

Computer Support Specialists

Skills & Other Requirements

Technical Skills

- Ability to troubleshoot
- Ability to read and understand operating manuals
- Ability to utilize good teaching techniques
- Ability to gather and identify essential information
- Ability to identify nature of problems
- Ability to conduct equipment, software, or procedural tests
- Ability to instruct others
- Knowledge of networking and personal computer operating systems
- Knowledge of e-mail systems
- Ability to provide technical assistance to system users

Physical Skills

- Ability to concentrate for long periods of time

Personal or Other Skills

- Ability to work effectively under pressure
- Attention to detail
- Ability to work independently
- Ability to handle crisis situations
- Customer service skills
- Ability to exercise patience
- Ability to deal effectively with difficult individuals
- Ability to do accurate work

Basic Skills

- Ability to read and follow instructions
- Oral communication skills
- Ability to write legibly
- Basic math skills
- Ability to think logically

Computer Skills

- Word processing
- Spreadsheet
- Database
- Desktop publishing
- Operating and Networking Systems

Projections

The projected growth for the period of 1997-2004 for **Computer Support Specialists** is 57.9% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	13%	47%	40%
Projected over the next 24 months	0%	60%	40%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 18.8%

Recruitment Methods

73%	Employee Referrals
53%	Internet
47%	Newspaper Ads
33%	Other = Job Boards, Job Fairs, Resumes in the Mail, Word-of-Mouth
27%	Walk-in Applicants
20%	Private Employment Agencies
13%	Colleges/Universities
7%	School, Program Referrals
7%	In-house Promotion or Transfer

Where the Jobs Are

- Computer and Data Processing Services
- Computer and Office Equipment Manufacturing
- Electronic Components and Accessories Manufacturing

Size of Occupation

Size as of 1997=10,360

Very Large (6,023 and above)

Gender

Male 79%

Female 21%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Dental Hygienists

OES 329080

Dental Hygienists perform dental prophylactic treatments and instruct groups and individuals in the care of the teeth and mouth.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$25.00	\$80.00	\$39.45
New hires who are experienced	\$30.00	\$83.00	\$42.11
3 years with firm, experienced	\$35.60	\$84.00	\$45.00

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	40%	7%	7%	7%	7%	7%
Dental	27%	13%	13%	20%	0%	0%
Vision	7%	0%	7%	0%	7%	7%
Life	13%	0%	0%	0%	7%	7%
Sick Leave	47%	20%	0%	0%	0%	0%
Vacation	47%	33%	0%	0%	0%	0%
Retirement	13%	0%	7%	7%	13%	13%
Child Care	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

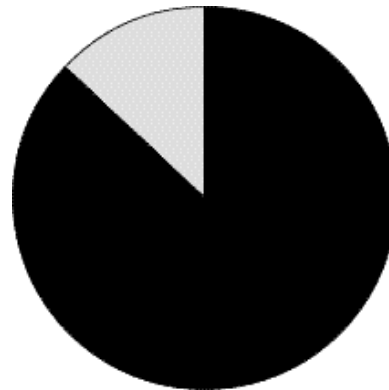
Full-time	32-39
Part-time	17
On-call	8
Seasonal	0

Work Shifts

Day
Swing

Employer Requirements

Education



- ☐ 0% Less than High School diploma
- ☐ 0% High School diploma or equivalent
- ☒ 87% Associate Degree (2yr)
- ☐ 13% Bachelor Degree (4yr)
- ☐ 0% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
Previous experience required	20%	53%	27%

Previous experience required: 17 mos. on average

Training as a substitute for experience

29%	71%	0%
-----	-----	----

15 mos. of training on average can be substituted for experience.

Dental Hygienists

Skills & Other Requirements

Technical Skills

- Ability to follow laboratory procedures
- Supervisory skills
- Ability to perform and assist with dental procedures
- Understanding a good diet and nutrition
- General clerical skills
- Record keeping skills
- Knowledge of anesthesiology
- Possession of Radiation Safety Certificate
- Ability to write effectively

Personal or Other Skills

- Willingness to work with close supervision
- Public contact skills
- Ability to work independently

Basic Skills

- Basic math skills
- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills

Computer Skills

- Alphadent
- Datacom
- Dentrinx

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 23.5%

Recruitment Methods

80%	Newspaper Ads
67%	Employee Referrals
47%	Private Employment Agencies
33%	Colleges/Universities
20%	Other = Word-of-Mouth, Dental Society
13%	School, Program Referrals
13%	Walk-in Applicants
7%	In-house Promotion or Transfer
7%	Internet

Where the Jobs Are

- Offices and Clinics of Dentists

Projections

The projected growth for the period of 1997-2004 for **Dental Hygienists** is 40.3% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	13%	53%	33%
Projected over the next 24 months	0%	47%	53%

Size of Occupation

Size as of 1997 = 1,390

Medium (1,390-2,779)

Gender

Male 7%

Female 93%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Employment Interviewers - Private or Public Employment Service

OES 215080

Employment Interviewers interview job applicants in an employment office and refer them to prospective employers for consideration. They record and evaluate various pertinent data, search application files, notify selected applicants of job openings, refer qualified applicants to prospective employers, and contact employers to verify referral results and record data.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$12.00	\$19.18	\$15.82
New hires who are experienced	\$15.00	\$35.96	\$19.18
3 years with firm, experienced	\$17.74	\$38.36	\$23.97

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	60%	0%	33%	0%	0%	0%
Dental	40%	0%	47%	0%	0%	0%
Vision	33%	0%	40%	0%	0%	0%
Life	53%	0%	20%	0%	0%	0%
Sick Leave	100%	0%	0%	0%	0%	0%
Vacation	100%	0%	0%	7%	0%	0%
Retirement	27%	0%	33%	7%	20%	0%
Child Care	7%	0%	7%	7%	7%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

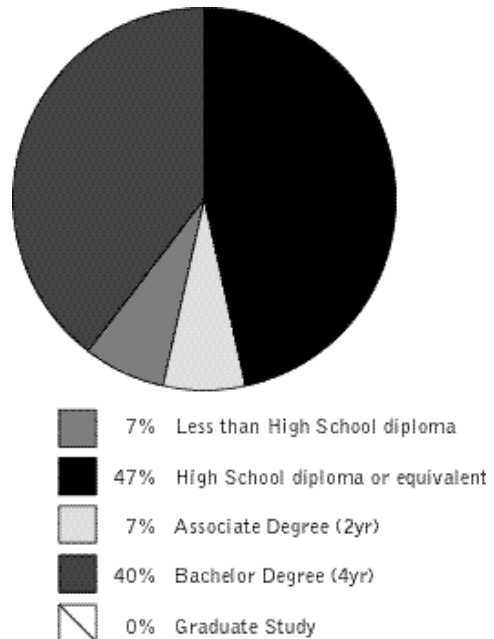
Full-time	40
Part-time	25
On-call	0
Seasonal	0

Work Shifts

Day

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required: 67% Yes, 7% No, 27% Not Required but Preferred

Previous experience required: 12 mos. on average

Training as a substitute for experience: 79% Yes, 21% No, 0% Not Required but Preferred

7 mos. of training on average can be substituted for experience.

Employment Interviewers - Private or Public Employment Service

Skills & Other Requirements

Technical Skills

- Personnel interviewing skills
- Ability to apply sales techniques
- Record keeping skills
- Telephone sales skills
- Knowledge of personnel classification procedures
- Counseling skills
- Listening skills
- Ability to write effectively
- Knowledge of EEO and affirmative action programs and guidelines

Physical Skills

- Ability to sit continuously for 2 or more hours

Personal or Other Skills

- Customer service skills
- Ability to work independently
- Willingness to work under close supervision
- Possession of a reliable vehicle
- Tactfulness

Basic Skills

- Basic math skills
- Ability to write legibly
- Oral communication skills
- Ability to read and follow instructions

Computer Skills

- Word processing
- Spreadsheet
- Database

Projections

The projected growth for the period of 1997-2004 for **Employment Interviewers – Private or Public Employment Service** is 38.6% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	33%	20%	47%
Projected over the next 24 months	0%	27%	73%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 26.1%

Recruitment Methods

67%	Employee Referrals
53%	Internet
27%	In-house Promotion or Transfer
27%	Newspaper Ads
27%	Walk-in Applicants
20%	Private Employment Agencies
13%	Other = Networking, Cold Calling
7%	School, Program Referrals

Where the Jobs Are

- Personnel Supply Services

Size of Occupation

Size as of 1997=440

Small (1,389 or less)

Gender

Male	25%
Female	75%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Graphic Designers

Non-OES 141061998

Graphic Designers create original artwork using computer layout and design to visually enhance a product, concept, or message. Graphic Designers work closely with Project Managers in advertising and marketing departments.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$10.00	\$16.00	\$14.19
New hires who are experienced	\$12.00	\$26.37	\$20.00
3 years with firm, experienced	\$14.00	\$31.16	\$21.79

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	47%	0%	47%	0%	0%	0%
Dental	13%	0%	47%	0%	7%	0%
Vision	27%	0%	27%	0%	0%	0%
Life	13%	0%	13%	0%	20%	0%
Sick Leave	87%	0%	0%	0%	0%	0%
Vacation	93%	0%	0%	0%	0%	0%
Retirement	13%	0%	47%	0%	0%	0%
Child Care	0%	0%	7%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

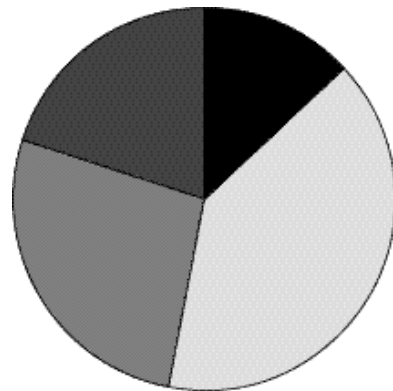
Full-time	40
Part-time	0
On-call	0
Seasonal	0

Work Shifts

Day
Swing

Employer Requirements

Education



- 13% Less than High School diploma
- 40% High School diploma or equivalent
- 27% Associate Degree (2yr)
- 20% Bachelor Degree (4yr)
- 0% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required: 47% Yes, 7% No, 47% Not Required but Preferred

Previous experience required: 21 mos. on average

Training as a substitute for experience: 50% Yes, 50% No, 0% Not Required but Preferred

8 mos. of training on average can be substituted for experience.

Graphic Designers

Skills & Other Requirements

Important job qualifications and skills as reported in the California Occupational Guide 2006:

Technical Skills

- Understanding of the fundamentals of visual communication and design, including color theory, composition and iconography (the use of symbols)
- Knowledge of image processing tools, including those used for image scanning and manipulation
- Understanding of the limitations and capabilities of electronic media
- Knowledge of computer painting and drawing tools
- Understanding of storyboarding techniques
- Ability to create artwork that conforms to style and content specifications
- Willingness to stay closely tuned to trends in the design field
- Ability to create various styles of visual images
- Ability to meet short deadlines
- Ability to understand various audiences and select the design style most appropriate for that audience

Basic Skills

- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet
- Database
- Desktop publishing

Projections

The projected growth for the period of 1997-2004 for **Graphic Designers** is not available.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	0%	67%	33%
Projected over the next 24 months	7%	40%	53%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 7.0%

Recruitment Methods

60%	Employee Referrals
60%	Newspaper Ads
47%	Internet
20%	Walk-in Applicants
13%	Private Employment Agencies
13%	Other = T.V. Commercials, Word-of-Mouth
7%	Employment Development Dept.
7%	School, Program Referrals
7%	Trade Journals

Where the Jobs Are

- Colleges, Universities and Professional Schools
- Commercial Printing
- Information Retrieval Services
- Newspapers
- Sign and Advertising Specialists

Size of Occupation

Information not available.

Gender

Male	53%
Female	47%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Home Health Aides

OES 660110

Home Health Aides care for elderly, convalescent, or handicapped person in home of patient. They perform duties for patients such as changing bed linen, preparing meals, assisting in and out of bed, bathing, dressing, grooming, and assisting with medications under doctors' orders or direction of nurse. Please exclude Nursing Aides and Homemakers. Previously called Home Health Care Workers.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$10.00	\$12.50	\$12.00
New hires who are experienced	\$8.00	\$15.71	\$11.50
3 years with firm, experienced	\$9.00	\$17.30	\$12.56

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	6%	0%	38%	25%	0%	6%
Dental	6%	0%	25%	13%	0%	6%
Vision	6%	0%	13%	13%	6%	0%
Life	13%	0%	13%	0%	0%	6%
Sick Leave	25%	6%	0%	0%	0%	0%
Vacation	25%	6%	6%	0%	0%	6%
Retirement	0%	6%	25%	0%	0%	6%
Child Care	0%	0%	0%	0%	6%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

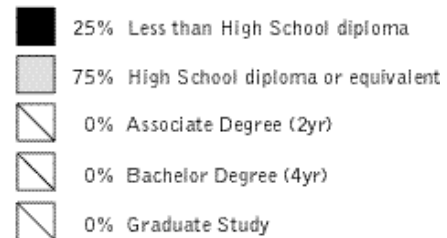
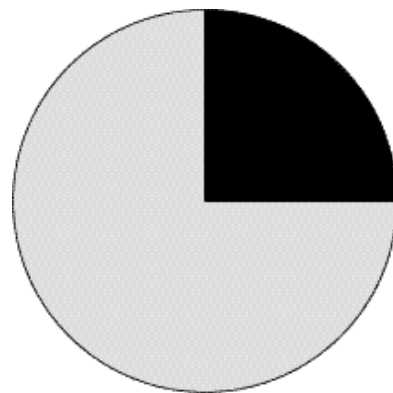
Full-time	39
Part-time	22
On-call	11
Seasonal	0

Work Shifts

Day
Swing
Graveyard

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 81% 0% 19%

Previous experience required: 8 mos. on average

Training as a substitute for experience 63% 38% 0%

4 mos. of training on average can be substituted for experience.

Home Health Aides

Skills & Other Requirements

Technical Skills

- Ability to prepare meals
- Ability to apply transferring techniques moving patients
- Possession of a Certified Nurse Assistant qualification
- Certified to perform CPR
- Possession of a valid driver's license
- Ability to write effectively

Physical Skills

- Ability to pass a pre-employment medical examination

Personal or Other Skills

- Possession of a reliable vehicle
- Willingness to work with close supervision
- Ability to work independently

Basic Skills

- Basic math skills
- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills

Computer Skills

- Word processor
- Spreadsheet

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 48.3%

Recruitment Methods

75%	Newspaper Ads
63%	Employee Referrals
38%	Walk-in Applicants
31%	Other = Job Fairs, Flyers, Postings at Junior Colleges
19%	School, Program Referrals
13%	Internet
13%	Employment Development Dept.

Where the Jobs Are

- Home Health Care Services
- Hospitals

Projections

The projected growth for the period of 1997-2004 for **Home Health Aides** is 86.0% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	6%	38%	56%
Projected over the next 24 months	6%	31%	63%

Size of Occupation

Size as of 1997=570
Small (1,389 or less)

Gender

Male	13%
Female	87%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Integrated Circuit Layout Designers

Non-OES 003261999

Integrated Circuit Layout Designers design layout for integrated circuits (IC), according to engineering specifications, using computer-assisted design (CAD) equipment and software, and utilize knowledge of electronics, drafting, and IC design rules (standard IC manufacturing process requirements). They review and analyze engineering design schematics and supporting documents. They enter engineering specifications into CAD equipment and compose, redesign and modify configurations on equipment display screen of IC logic elements for all IC layers, using keyboard, digitizing work aids, and/or engineering design schematics.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$8.00	\$26.37	\$14.38
New hires who are experienced	\$12.00	\$31.16	\$22.00
3 years with firm, experienced	\$20.93	\$40.00	\$28.39

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	36%	0%	64%	0%	0%	0%
Dental	36%	0%	64%	0%	0%	0%
Vision	43%	0%	43%	0%	0%	0%
Life	64%	0%	21%	0%	0%	0%
Sick Leave	93%	0%	0%	0%	0%	0%
Vacation	100%	0%	0%	0%	0%	0%
Retirement	14%	0%	79%	0%	0%	0%
Child Care	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

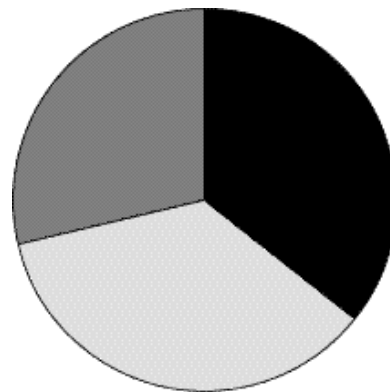
Full-time	40
Part-time	0
On-call	0
Seasonal	0

Work Shifts

Day
Swing
Graveyard

Employer Requirements

Education



	0%	Less than High School diploma
	36%	High School diploma or equivalent
	36%	Associate Degree (2yr)
	29%	Bachelor Degree (4yr)
	0%	Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 64% 21% 14%

Previous experience required: 24 mos. on average

Training as a substitute for experience 55% 45% 0%

13 mos. of training on average can be substituted for experience.

Integrated Circuit Layout Designers

Skills & Other Requirements

Technical Skills

- Knowledge of electronics
- Knowledge of Integrated Circuit design
- Ability to review and analyze engineering design schematics
- Knowledge of digital and analog design theory
- Understanding of C-MOS design rules
- Ability to do mask layout
- Knowledge of drafting
- Ability to compose, re-design and modify IC design elements
- Understanding of bipolar design rules

Physical Skills

- Ability to sit continuously for 2 or more hours

Personal or Other Skills

- Ability to work independently as well as part of a team
- Ability to work under pressure
- Attention to detail

Basic Skills

- Advanced math skills
- Oral communication skills
- Ability to read and follow instructions
- Writing Skills
- English grammar and spelling skills

Computer Skills

- Keyboarding skills
- AutoCAD

Projections

The projected growth for the period of 1997-2004 for Integrated Circuit Layout Designers is not available.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	7%	27%	67%
Projected over the next 24 months	7%	36%	57%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 3.2%

Recruitment Methods

71%	Employee Referrals
57%	Internet
57%	Newspaper Ads
36%	Walk-in Applicants
21%	Private Employment Agencies
14%	In-house Promotion or Transfer
7%	Colleges/Universities
7%	Other = Job Boards

Where the Jobs Are

- Computer Programming Services
- Manufacturing Instruments for Measuring & Testing of Electricity and Electrical Signals
- Printed Circuit Board Manufacturing
- Semiconductors & Related Devices Manufacturing

Size of Occupation

Information not available.

Gender

Male	56%
Female	44%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Internet Web Site Designers/Developers (Webmasters)

Non-OES 031064999

Internet Web Site Designers/Developers (Webmasters) are responsible for managing the content of an organization's Internet web site. Usually using specialized software, they create, design and maintain web pages to communicate an organization's message to Internet users.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$13.42	\$28.77	\$21.58
New hires who are experienced	\$16.78	\$33.56	\$23.49
3 years with firm, experienced	\$19.18	\$41.23	\$28.77

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	63%	0%	38%	0%	0%	0%
Dental	56%	0%	38%	0%	0%	0%
Vision	63%	0%	38%	0%	0%	0%
Life	69%	0%	19%	0%	6%	0%
Sick Leave	94%	0%	0%	0%	0%	0%
Vacation	100%	0%	0%	0%	0%	0%
Retirement	25%	0%	50%	0%	13%	0%
Child Care	0%	0%	6%	0%	19%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

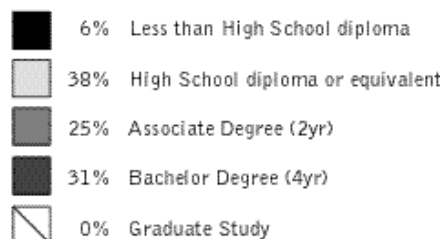
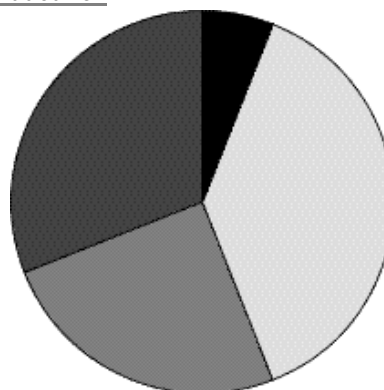
Full-time	40
Part-time	0
On-call	0
Seasonal	0

Work Shifts

Day

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required: 81% Yes, 13% No, 6% Not Required but Preferred

Previous experience required: 17 mos. on average

Training as a substitute for experience: 57% Yes, 43% No, 0% Not Required but Preferred

15 mos. of training on average can be substituted for experience.

Internet Web Site Designers/Developers (Webmasters)

Skills & Other Requirements

Technical Skills

- Web site design and editing skills
- Ability to create and edit hypertext markup
- Ability to read and follow instructions
- Ability to meet deadlines
- Ability to design computer graphic images
- Knowledge of Windows and Mac platforms
- Knowledge of download time, bandwidth, and Internet browsers
- Creativity
- Knowledge of Internet protocols
- Interface design skills
- Proficiency in Hyper Text Markup Language (HTML)
- Knowledge of graphic application and techniques

Physical

- Ability to sit continuously for 2 or more hours

Personal

- Ability to work under pressure
- Ability to work independently
- Interpersonal skills
- Customer service skills
- Attention to detail

Basic

- Good writing skills
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet
- Database
- Desktop publishing
- Dreamweaver
- Java
- Javascript

Projections

The projected growth for the period of 1997-2004 for Internet Web Site Designers/Developers (Webmasters) is not available.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	6%	50%	44%
Projected over the next 24 months	0%	56%	44%

Occupational Outlook 2001 Santa Clara County

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified	X		
Inexperienced	X		

Turnover (Annual percentage rate of job turnover) = 6.3%

Recruitment Methods

69%	Internet
63%	Employee Referrals
31%	Newspaper Ads
31%	In-house Promotion or Transfer
25%	Other = Job Fairs, Homepage
19%	Colleges/Universities
13%	Private Employment Agencies
6%	Employment Development Dept.
6%	Walk-in Applicants
6%	School, Program Referrals
6%	Union Hall Referrals

Where the Jobs Are

- Community Colleges
- Computer & Office Equipment Manufacturing
- Computer Programming
- Data Processing and Other Computer Related Services
- Electromedical and Electrotherapeutic Manufacturing
- Electronic Components Manufacturing
- Government
- Instrument Manufacturing
- Semiconductor and Related Devices Manufacturing

Size of Occupation

Information not available.

Gender

Male	73%
Female	27%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Medical Records Technicians

OES 329110

Medical Records Technicians compile and maintain medical records of hospital and clinic patients.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$7.00	\$15.00	\$11.50
New hires who are experienced	\$9.23	\$20.00	\$13.50
3 years with firm, experienced	\$9.77	\$28.77	\$15.75

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	44%	6%	31%	6%	6%	0%
Dental	44%	6%	25%	6%	13%	0%
Vision	31%	6%	13%	0%	13%	0%
Life	25%	6%	6%	0%	19%	0%
Sick Leave	69%	13%	0%	6%	6%	0%
Vacation	81%	19%	0%	0%	0%	0%
Retirement	19%	6%	44%	0%	6%	0%
Child Care	0%	0%	0%	0%	13%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

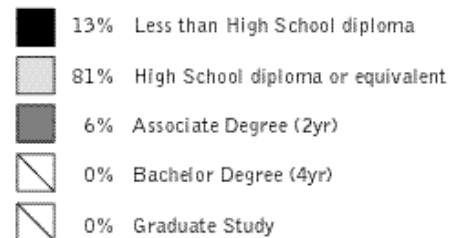
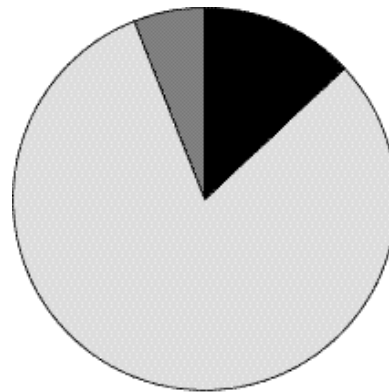
Full-time	32-40
Part-time	24
On-call	8
Seasonal	20

Work Shifts

Day
Swing
Graveyard

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 38% 44% 19%

Previous experience required: 13 mos. on average

Training as a substitute for experience 44% 56% 0%

11 mos. of training on average can be substituted for experience.

Medical Records Technicians

Skills & Other Requirements

Technical Skills

- Knowledge of physiology
- Knowledge of anatomy
- Ability to transcribe medical records and reports
- Ability to follow medical records control procedures
- Knowledge of disease processes
- ICD-9-CM coding skills
- Knowledge of CPT-4 coding
- Knowledge of DRGs
- Alphabetic and numeric filing skills
- Understanding of Medicare rules and regulations
- Accredited Record Technician (ART)
- Possession of a Coding certificate
- Accredited Record Technician (ART) eligibility
- Ability to apply JCAH and Title 22 rules and regulations
- Ability to write effectively
- Knowledge of medical terminology
- Analytical skills
- Ability to type at least 45 wpm

Physical Skills

- Willingness to work with close supervision
- Ability to pay attention to detail
- Ability to work independently
- Ability to work under pressure

Basic Skills

- Basic math skills
- Ability to write legibly
- Oral communications skills

Computer Skills

- Word processing
- Spreadsheet
- Database
- Softmed
- SIS

Projections

The projected growth for the period of 1997-2004 for Medical Records Technicians is 49.1% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	6%	69%	25%
Projected over the next 24 months	0%	56%	44%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced	X		

Turnover (Annual percentage rate of job turnover) = 5.5%

Recruitment Methods

75%	Employee Referrals
75%	Newspaper Ads
31%	Walk-in Applicants
19%	In-house Promotion or Transfer
6%	Private Employment Agencies
6%	School, Program Referrals
6%	Internet
6%	Colleges/Universities

Where the Jobs Are

- Hospitals
- Offices and Clinics of Medical Doctors

Size of Occupation

Size as of 1997=550

Small (1,389 or less)

Gender

Male	23%
Female	77%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Occupational Therapists

OES 323050

Occupational Therapists plan, organize, and participate in medically oriented occupational programs in hospitals or similar institutions to rehabilitate patients who are physically or mentally ill.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$16.78	\$26.00	\$22.23
New hires who are experienced	\$18.22	\$35.00	\$26.04
3 years with firm, experienced	\$21.58	\$40.00	\$30.00

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	31%	6%	50%	19%	0%	0%
Dental	25%	13%	44%	13%	0%	0%
Vision	25%	6%	25%	13%	0%	0%
Life	44%	13%	6%	13%	6%	0%
Sick Leave	81%	25%	0%	0%	0%	0%
Vacation	75%	25%	6%	0%	0%	0%
Retirement	19%	6%	44%	19%	6%	0%
Child Care	0%	0%	13%	0%	0%	0%
Other*	6%	0%	0%	0%	0%	0%

*\$300 a year to continue education

Hours Worked per week (avg.)

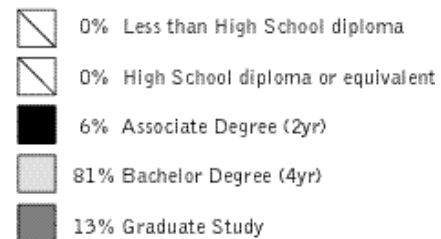
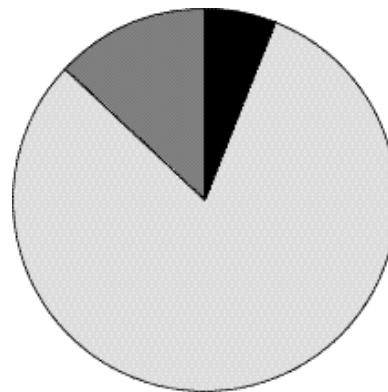
Full-time	39
Part-time	22
On-call	12
Seasonal	0

Work Shifts

Day
Swing
Other (Weekends)

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
Previous experience required	25%	38%	38%
Previous experience required: 15 mos. on average			
Training as a substitute for experience	50%	50%	0%
6 mos. of training on average can be substituted for experience.			

Occupational Therapists

Skills & Other Requirements

Technical Skills

- Ability to plan and organize the work of others
- Record keeping skills
- Knowledge of geriatrics
- Certified Occupational Therapy Assistant
- Ability to write effectively
- Problem-solving skills

Physical Skills

- Good physical condition
- Possession of emotional stability

Personal or Other Skills

- Ability to relate to patients
- Willingness to work with close supervision
- Ability to work as part of a team
- Ability to work independently
- Empathetic
- Ability to exercise patience

Basic Skills

- Basic math skills
- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet
- Meditech

Projections

The projected growth for the period of 1997-2004 for **Occupational Therapists** is 48.6% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	0%	44%	56%
Projected over the next 24 months	0%	38%	63%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 9.6%

Recruitment Methods

56%	Employee Referrals
56%	Newspaper Ads
44%	Internet
38%	Walk-in Applicants
19%	Other = Job Fairs, Former Students, Cold Calling
19%	School, Program Referrals
13%	Colleges/Universities
13%	Trade Journals
6%	Private Employment Agencies

Where the Jobs Are

- Hospitals
- Offices of Other Health Practitioners

Size of Occupation

Size as of 1997=350
Small (1,389 or less)

Gender

Male	9%
Female	91%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Physical Therapists

OES 323080

Physical Therapists apply techniques and treatments that help relieve pain, increase the patient's strength, and decrease or prevent deformity and crippling.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$19.00	\$26.00	\$23.01
New hires who are experienced	\$23.01	\$30.00	\$26.13
3 years with firm, experienced	\$25.41	\$35.96	\$30.00

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	33%	7%	47%	40%	0%	0%
Dental	20%	13%	40%	27%	0%	0%
Vision	13%	7%	20%	20%	0%	0%
Life	33%	20%	20%	20%	0%	0%
Sick Leave	73%	47%	7%	7%	0%	0%
Vacation	67%	47%	13%	7%	0%	0%
Retirement	20%	7%	33%	27%	13%	7%
Child Care	0%	0%	13%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

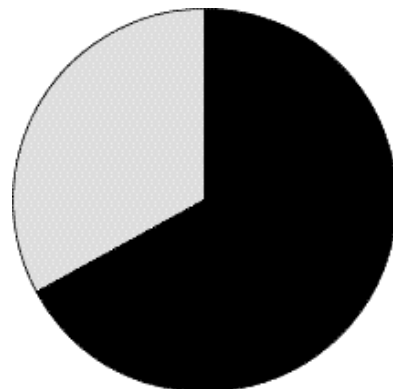
Full-time	40
Part-time	23
On-call	11
Seasonal	0

Work Shifts

Day

Employer Requirements

Education



	0%	Less than High School diploma
	0%	High School diploma or equivalent
	0%	Associate Degree (2yr)
	67%	Bachelor Degree (4yr)
	33%	Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 33% 33% 33%

Previous experience required: 17 mos. on average

Training as a substitute for experience 10% 90% 0%

3 mos. of training on average can be substituted for experience.

Physical Therapists

Skills & Other Requirements

Technical Skills

- Record keeping skills
- Knowledge of geriatrics
- Knowledge of pediatrics
- Knowledge of sports medicine
- Knowledge of cardiac rehabilitation
- Ability to write effectively
- Problem-solving skills

Physical Skills

- Manual dexterity

Personal or Other Skills

- Possession of mechanical aptitude
- Willingness to work with close supervision
- Ability to work as part of a team
- Ability to work independently

Basic Skills

- Basic math skills
- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet
- Meditech

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 5.8%

Recruitment Methods

53%	Employee Referrals
53%	Walk-in Applicants
47%	Internet
33%	Other = Job Fairs, Former Students, Cold Calls, Networking through Professional Organizations
20%	Newspaper Ads
20%	Colleges/Universities
13%	Private Employment Agencies
13%	School, Program Referrals
7%	Trade Journals

Where the Jobs Are

- Hospitals
- Offices of Other Health Practitioners

Size of Occupation

Size as of 1997 = 460

Small (1,389 or less)

Gender

Male	13%
Female	87%

Projections

The projected growth for the period of 1997-2004 for **Physical Therapists** is 37.0% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	0%	60%	40%
Projected over the next 24 months	0%	47%	53%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Physical Therapy Aides

OES 660172

Physical Therapy Aides prepare patients and treatment area for physical therapy treatments and assist Physical Therapists with treatments such as gait training, hydrotherapy, and exercise programs. They transport patients to and from treatment area and assemble and maintain equipment and supplies. They may perform routine clerical and related tasks. They work under continuous on-site supervision of a license/registered Physical Therapist.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$8.00	\$12.00	\$10.00
New hires who are experienced	\$9.50	\$15.00	\$12.00
3 years with firm, experienced	\$11.00	\$18.00	\$13.50

Wages: union

New hires, no experience	\$12.50	\$15.41	\$13.96
New hires who are experienced	\$14.00	\$24.97	\$16.12
3 years with firm, experienced	\$15.50	\$29.97	\$17.73

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	21%	7%	64%	29%	0%	0%
Dental	7%	0%	64%	21%	0%	0%
Vision	7%	0%	64%	14%	0%	0%
Life	29%	0%	36%	21%	0%	0%
Sick Leave	79%	29%	7%	7%	0%	0%
Vacation	79%	29%	7%	7%	0%	0%
Retirement	14%	0%	36%	14%	14%	7%
Child Care	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

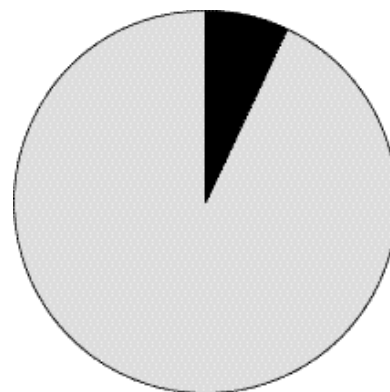
Full-time	40	On-call	0
Part-time	23	Seasonal	0

Work Shifts

Day
Swing

Employer Requirements

Education



- 7% Less than High School diploma
- 93% High School diploma or equivalent
- 0% Associate Degree (2yr)
- 0% Bachelor Degree (4yr)
- 0% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required	14%	71%	14%
------------------------------	-----	-----	-----

Previous experience required: 11 mos. on average

Training as a substitute for experience	50%	50%	0%
---	-----	-----	----

3 mos. of training on average can be substituted for experience.

Physical Therapy Aides

Skills & Other Requirements

Technical Skills

- Knowledge of physiology
- Knowledge of anatomy
- General clerical skills
- Massage skills
- Knowledge of neurology
- Understanding of cardio-pulmonary diseases
- Knowledge of geriatrics
- Knowledge of orthopedic care
- Knowledge of pathology
- Knowledge of pediatrics
- Knowledge of sports medicine
- Ability to apply transferring techniques moving patients
- Ability to maintain progress notes and treatment summaries
- Ability to take vital signs
- Enrollment in a Physical Therapist Assistant training program
- Ability to detect complications in patients
- Ability to type at least 45 wpm

Physical Skills

- Ability to pass a pre-employment medical exam

Personal or Other Skills

- Willingness to work with close supervision

Basic Skills

- Basic math skills
- Ability to read and follow directions
- Ability to write legibly
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet
- Meditech

Projections

The projected growth for the period of 1997-2004 for **Physical Therapy Aides** is 51.2%* (much faster than average). The County Average Growth for all occupations is 24.5%. *This information is for Physical Therapy Assistants and Aides (OES 660170).

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	0%	71%	29%
Projected over the next 24 months	0%	57%	43%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 38.7%

Recruitment Methods

93%	Employee Referrals
64%	Newspaper Ads
43%	Walk-in Applicants
29%	Other = Professional Magazines, Job Fairs, Recruiter, Word-of-Mouth, Internship
29%	Colleges/Universities
21%	Internet
7%	In-house Promotion or Transfer
7%	School, Program Referrals

Where the Jobs Are

Information is not available.

Size of Occupation*

Size as of 1997=430

Small (1,389 or less)

* This information is for Physical Therapy Assistants and Aides (OES 660170).

Gender

Male	42%
Female	58%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Physical Therapy Assistants

OES 660171

Physical Therapy Assistants administer and assist with physical therapy treatments as planned and directed by a Physical Therapist. They administer treatments such as exercise, gait training, massage, whirlpool, and hot packs. They instruct, motivate, and assist patients with learning and improving functional activities. They may record patient treatments and maintain patient records.

Wages & Benefits

Wages union and non-union

	Low	High	Median
New hires, no experience	\$13.90	\$25.00	\$18.00
New hires who are experienced	\$16.00	\$26.00	\$20.00
3 years with firm, experienced	\$18.00	\$28.00	\$22.00

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	25%	6%	44%	38%	0%	0%
Dental	13%	6%	44%	31%	0%	0%
Vision	6%	0%	25%	19%	6%	6%
Life	31%	13%	19%	25%	0%	0%
Sick Leave	69%	44%	0%	6%	0%	0%
Vacation	63%	44%	6%	6%	0%	0%
Retirement	19%	6%	38%	31%	0%	0%
Child Care	0%	0%	6%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

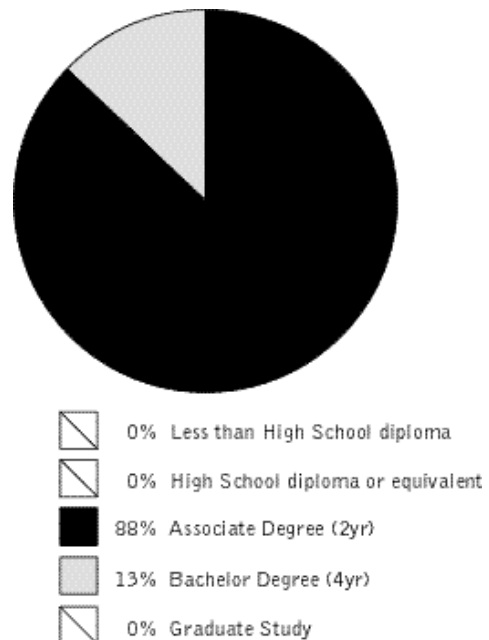
Full-time	40
Part-time	20
On-call	10
Seasonal	0

Work Shifts

Day

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
Previous experience required	31%	63%	6%
Previous experience required: 11 mos. on average			
Training as a substitute for experience	67%	33%	0%
4 mos. of training on average can be substituted for experience.			

Physical Therapy Assistants

Skills & Other Requirements

Technical Skills

- Knowledge of physiology
- Knowledge of anatomy
- Knowledge of neurology
- Understanding of cardio-pulmonary diseases
- Knowledge of geriatrics
- Knowledge of orthopedic care
- Knowledge of pathology
- Knowledge of pediatrics
- Knowledge of sports medicine
- Ability to apply transferring techniques moving patients
- Ability to maintain progress notes and treatment summaries
- Ability to take vital signs
- Possession of a Physical Therapist Assistant certificate
- Ability to detect complications in patients
- Ability to type at least 45 wpm

Physical Skills

- Ability to pass a pre-employment medical exam

Personal or Other Skills

- Willingness to work with close supervision
- Ability to work independently

Basic Skills

- Basic math skills
- Ability to read and follow directions
- Ability to write legibly
- Oral Communication Skills

Computer Skills

- Word processing
- Meditech

Projections

The projected growth for the period of 1997-2004 for **Physical Therapy Assistants** is 51.2%* (Much faster than average). The County Average Growth for all occupations is 24.5%. *This information is for Physical Therapy Assistants and Aides (OES 660170).

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	0%	63%	38%
Projected over the next 24 months	0%	56%	44%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 20.8%

Recruitment Methods

75%	Employee Referrals
50%	Newspaper Ads
38%	Internet
38%	Other = Professional Magazines, Job Fairs, Cold-calling, Internships, PT Association, Local Chapter
25%	Walk-in Applicants
19%	Colleges/Universities
13%	School, Program Referrals
6%	Private Employment Agencies
6%	Trade Journals
6%	In-house Promotion or Transfer

Where the Jobs Are

- Hospitals
- Offices of Other Health Practitioners

Size of Occupation*

Size as of 1997=430

Small (1,389 or less)

* This information is for Physical Therapy Assistants and Aides (OES 660170).

Gender

Male	25%
Female	75%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Public Relations Specialists and Publicity Writers

OES 340080

Public Relations Specialists and Publicity Writers include workers concerned with promoting or creating good will for individuals, groups, or organizations by writing or selecting favorable publicity material and releasing it through various communication media, they also prepare and arrange displays, making speeches, and performing related publicity efforts.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$14.38	\$19.18	\$14.62
New hires who are experienced	\$12.79	\$43.15	\$20.62
3 years with firm, experienced	\$14.38	\$47.95	\$26.37

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	73%	0%	27%	0%	0%	0%
Dental	53%	0%	40%	0%	7%	0%
Vision	53%	0%	40%	0%	0%	0%
Life	27%	0%	47%	0%	7%	0%
Sick Leave	100%	0%	0%	0%	0%	0%
Vacation	100%	0%	0%	0%	0%	0%
Retirement	20%	0%	60%	0%	7%	0%
Child Care	0%	0%	7%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

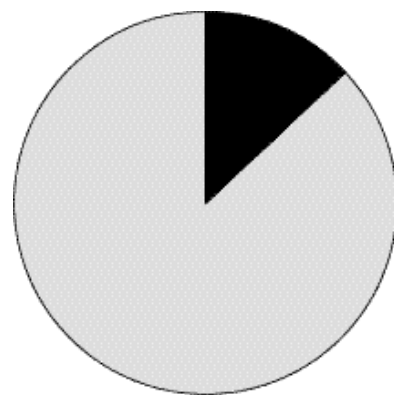
Full-time	41
Part-time	18
On-call	0
Seasonal	0

Work Shifts

Day

Employer Requirements

Education



- ☐ 0% Less than High School diploma
- ☐ 0% High School diploma or equivalent
- ☒ 13% Associate Degree (2yr)
- ☒ 87% Bachelor Degree (4yr)
- ☐ 0% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 73% 13% 13%

Previous experience required: 24 mos. on average

Training as a substitute for experience 31% 69% 0%

8 mos. of training on average can be substituted for experience.

Public Relations Specialists and Publicity Writers

Skills & Other Requirements

Technical Skills

- Ability to perform basic mathematical computations
- Ability to use a computer terminal

Personal or Other Skills

- Oral communication skills
- Willingness to work with close supervision
- Ability to work independently
- Verbal presentation skills
- Public contact skills

Basic Skills

- Ability to read and follow instructions
- Ability to write legibly
- Ability to write effectively

Computer Skills

- Word processor
- Spreadsheet
- Database
- Desktop publishing
- PowerPoint

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 18.8%

Recruitment Methods

60%	Internet
60%	Employee Referrals
40%	Newspaper Ads
40%	Other = Job Fair, Recruiter, Career Center, Job Posting
33%	Colleges/Universities
20%	Private Employment Agencies
13%	Walk-in Applicants
7%	School, Program Referrals
7%	In-house Promotion or Transfer

Projections

The projected growth for the period of 1997-2004 for **Public Relations Specialists and Publicity Writers** is 43.0% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Where the Jobs Are

- Advertising
- Colleges and Universities
- Computer and Data Processing Services
- Engineering and Architectural Services
- Management and Public Relations

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	7%	53%	40%
Projected over the next 24 months	0%	60%	40%

Size of Occupation

Size as of 1997=1,070
Small (1,389 or less)

Gender

Male	31%
Female	69%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Receptionists and Information Clerks

OES 553050

Receptionists and Information Clerks answer inquiries and obtain information for the general public (customers, visitors, and other interested parties) concerning activities conducted at an establishment, such as the location of offices or persons within the firm, departments within the store, or services within the hotel. They may perform a variety of other clerical duties. Please do not include Receptionists who primarily operate switchboards.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$6.25	\$13.75	\$11.51
New hires who are experienced	\$10.00	\$15.00	\$13.00
3 years with firm, experienced	\$12.50	\$18.00	\$16.00

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	40%	7%	33%	7%	0%	0%
Dental	53%	7%	20%	7%	0%	0%
Vision	40%	7%	20%	7%	0%	0%
Life	47%	7%	7%	7%	0%	0%
Sick Leave	73%	13%	7%	0%	0%	0%
Vacation	60%	13%	0%	0%	7%	0%
Retirement	20%	7%	20%	7%	13%	0%
Child Care	0%	0%	0%	0%	13%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

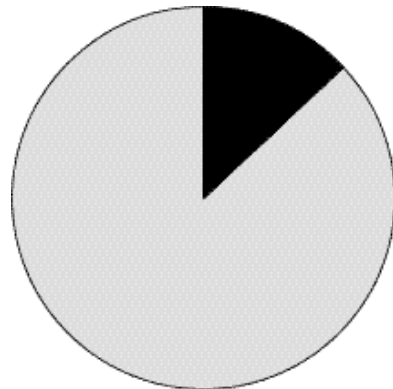
Full-time	40
Part-time	19
On-call	15
Seasonal	0

Work Shifts

Day
Swing

Employer Requirements

Education



- 13% Less than High School diploma
- 87% High School diploma or equivalent
- 0% Associate Degree (2yr)
- 0% Bachelor Degree (4yr)
- 0% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 40% 40% 20%

Previous experience required: 10 mos. on average

Training as a substitute for experience 44% 56% 0%

4 mos. of training on average can be substituted for experience.

Receptionists and Information Clerks

Skills & Other Requirements

Technical Skills

- Alphabetic and numeric filing skills
- Bookkeeping skills
- Ability to operate a multi-line command phone center
- Telephone answering skills
- Ability to write effectively
- Ability to type at least 45 wpm

Personal or Other Skills

- Willingness to work with close supervision
- Public contact skills
- Ability to work independently
- Ability to work under pressure
- Customer service skills

Basic Skills

- Basic math skills
- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet
- Database
- PowerPoint

Projections

The projected growth for the period of 1997-2004 for **Receptionists and Information Clerks** is 29.1% (Faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	20%	60%	20%
Projected over the next 24 months	7%	60%	33%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 63.6%

Recruitment Methods

67%	Employee Referrals
40%	Internet
40%	Newspaper Ads
40%	Walk-in Applicants
20%	In-house Promotion or Transfer
13%	Private Employment Agencies
7%	School, Program Referrals
7%	Other = Dental Society

Where the Jobs Are

- Accounting, Auditing, and Bookkeeping
- Beauty Shops
- Civic and Social Associations
- Colleges and Universities
- Commercial Banks
- Computer and Data Processing Services
- Engineering and Architectural Services
- Hospitals
- Legal Services
- Management and Public Relations
- Medical and Dental Laboratories
- Miscellaneous Amusement, Recreation Services
- Miscellaneous Business Services
- Non-store Retailers
- Offices and Clinics of Dentists
- Offices and Clinics of Medical Doctors
- Offices of Other Health Practitioners
- Personnel Supply Services
- Radio, Television, and Computer Stores
- Real Estate Agents and Managers
- Veterinary Services
- Wholesale Electrical Components and Accessories Manufacturing
- Wholesale Electrical Goods
- Wholesale Professional and Commercial Equipment

Size of Occupation

Size as of 1997=10,860

Very Large (6,023 and above)

Gender

Male	9%
Female	91%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Respiratory Care Practitioners

OES 323020

Respiratory Care Practitioners provide diagnostic and therapeutic respiratory care. They set up and operate various types of equipment to measure pulmonary function, and administer oxygen therapy, ventilator therapy, and cardiopulmonary resuscitation. They observe, monitor, and record the patient's responses to treatments and maintain patient records.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$19.00	\$23.00	\$22.00
New hires who are experienced	\$21.00	\$27.00	\$24.00
3 years with firm, experienced	\$23.49	\$29.00	\$26.00

Wages: union

New hires, no experience	\$20.00	\$24.00	\$21.58
New hires who are experienced	\$21.00	\$26.00	\$22.50
3 years with firm, experienced	\$23.00	\$28.00	\$27.00

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	43%	21%	57%	57%	0%	0%
Dental	43%	21%	57%	57%	0%	0%
Vision	43%	21%	50%	57%	7%	0%
Life	64%	43%	29%	29%	0%	0%
Sick Leave	100%	79%	0%	7%	0%	0%
Vacation	100%	79%	0%	7%	0%	0%
Retirement	21%	14%	64%	50%	7%	7%
Child Care	0%	0%	0%	0%	7%	7%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

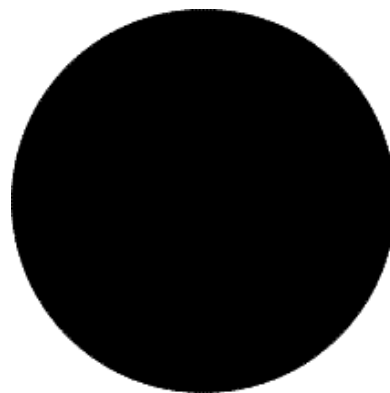
Full-time	37	On-call	15
Part-time	24	Seasonal	40

Work Shifts

Day
Swing
Graveyard
Other (12 hr. shifts)

Employer Requirements

Education



- ☐ 0% Less than High School diploma
- ☐ 0% High School diploma or equivalent
- ☒ 100% Associate Degree (2yr)
- ☐ 0% Bachelor Degree (4yr)
- ☐ 0% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required: 21% 57% 21%

Previous experience required: 12 mos. on average

Training as a substitute for experience: 83% 17% 0%

17 mos. of training on average can be substituted for experience.

Respiratory Care Practitioners

Skills & Other Requirements

Technical Skills

- Ability to administer an electro-encephalograph (EEG) test
- Ability to administer an electro-cardiograph (EKG) test
- Ability to administer a pulmonary function test (PFT)
- Ability to assist physician during bronchoscopy
- Ability to perform endotracheal intubation
- Blood drawing skills
- Ability to record condition of patients
- Certified as a Registered Respiratory Therapist (RRT)
- Eligibility to become a Registered Respiratory Therapist (RRT)
- Possession of a Respiratory Care Practitioner (RCP) license
- Possession of a Respiratory Care Practitioner permit

Physical Skills

- Manual Dexterity

Personal or Other Skills

- Possession of mechanical aptitude
- Ability to handle crisis situations
- Willingness to work with close supervision
- Ability to work independently
- Ability to work under pressure

Basic Skills

- Ability to follow oral instructions
- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills
- Ability to write effectively

Computer Skills

- Word processing
- Spreadsheet
- Database
- Meditech

Projections

The projected growth for the period of 1997-2004 for **Respiratory Care Practitioners** is 54.9% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	21%	21%	57%
Projected over the next 24 months	7%	14%	79%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 12.0%

Recruitment Methods

71%	Employee Referrals
43%	Colleges/Universities
43%	School, Program Referrals
43%	Other = Word of Mouth, Internships, Traveling Therapists, Outside Recruiting
29%	Newspaper Ads
21%	Internet
21%	Walk-in Applicants
14%	In-house Promotion or Transfer
7%	Private Employment Agencies
7%	Trade Journals

Where the Jobs Are

- Hospitals

Size of Occupation

Size as of 1997=510
Small (1,389 or less)

Gender

Male	42%
Female	58%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Sales Representatives-Except Scientific and Related Products and Services and Retail

OES 490080

Sales Representatives, Except Scientific and Related Products and Services, sell goods and services for wholesalers or manufacturers to businesses or groups of individuals. This work requires a substantial knowledge of the items sold. Sales representatives solicit orders from established clients or secure new customers.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$7.00	\$23.97	\$19.18
New hires who are experienced	\$9.00	\$38.36	\$22.78
3 years with firm, experienced	\$11.51	\$47.95	\$30.45

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	56%	0%	25%	6%	6%	0%
Dental	50%	0%	19%	6%	13%	0%
Vision	25%	0%	13%	6%	13%	0%
Life	69%	0%	6%	6%	0%	0%
Sick Leave	50%	0%	6%	6%	0%	0%
Vacation	75%	0%	6%	6%	0%	0%
Retirement	44%	0%	13%	0%	13%	6%
Child Care	13%	0%	6%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week(avg.)

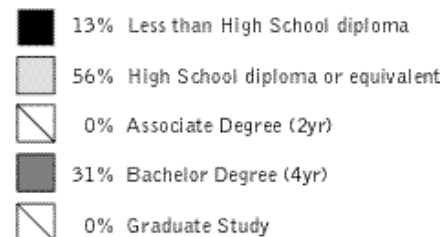
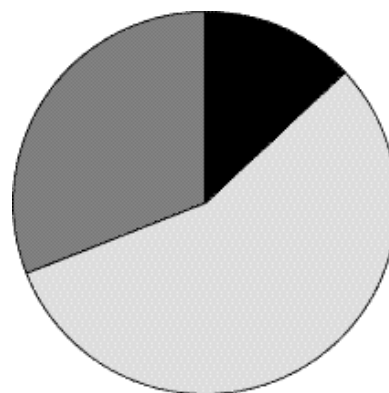
Full-time	41
Part-time	25
On-call	0
Seasonal	0

Work Shifts

Day
Swing
Graveyard

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 38% 31% 31%

Previous experience required: 23 mos. on average

Training as a substitute for experience 36% 64% 0%

9 mos. of training on average can be substituted for experience.

Sales Representatives-Except Scientific and Related Products and Services and Retail

Skills & Other Requirements

Technical Skills

- Business math skills
- Report writing skills
- Ability to apply sales techniques
- Record keeping skills
- Ability to prepare and arrange sales contracts
- Understanding of inventory techniques
- Possession of a valid driver's license
- Verbal presentation skills
- Ability to demonstrate knowledge of specific products

Personal or Other Skills

- Possession of a reliable vehicle
- Willingness to travel
- Possession of a good DMV driving record
- Ability to work independently
- Customer service skills

Basic Skills

- Ability to read and follow instructions
- Ability to write legibly

Computer Skills

- Word processing
- Spreadsheet
- Database

Projections

The projected growth for the period of 1997-2004 for Sales Representatives-Except Scientific and Related Products and Services and Retail is 12.8% (slower than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	0%	50%	50%
Projected over the next 24 months	0%	56%	44%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 4.1%

Recruitment Methods

73%	Employee Referrals
60%	Newspaper Ads
40%	In-house Promotion or Transfer
27%	Internet
20%	Walk-in Applicants
7%	Trade Journals
7%	Colleges/Universities
7%	School, Program Referrals

Where the Jobs Are

- Electrical Work
- Carpentry and Floor Work
- Commercial Printing
- Computer and Data Processing Services
- Computer and Office Equipment Manufacturing
- Electronic Components and Accessories Manufacturing
- Furniture and Home Furnishings
- Laundry, Cleaning, and Garment Services
- Medical Instruments and Supplies
- Miscellaneous Equipment Rental and Leasing
- Miscellaneous Business Services
- Miscellaneous Special Trade Contractors
- Radio, Television, and Computer Stores
- Retail Stores, NEC
- Wholesale Apparel, Piece Goods, and Notions
- Wholesale Beer, Wine, and Distilled Beverages
- Wholesale Drugs, Proprietaries, and Sundries
- Wholesale Electrical Goods
- Wholesale Groceries and Related Products
- Wholesale Hardware, Plumbing and Heating Equipment
- Wholesale Lumber and Construction Materials
- Wholesale Machinery, Equipment, and Supplies
- Wholesale Miscellaneous Nondurable Goods
- Wholesale Motor Vehicles, Parts and Supplies
- Wholesale Paper and Paper Products
- Wholesale Professional and Commercial Equipment

Size of Occupation

	Gender	
Size as of 1997=6,720	Male	60%
Very Large (6,023 and above)	Female	40%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Salespersons-Retail (Except Vehicle Sales)

OES 490112

Retail Salespersons, except Vehicle Sales sell a variety of merchandise to the public. They assist the customer in making selections, obtain or receive the merchandise, total the bill, receive the payment in cash or by check or credit card, operate a cash register, and make change for the customer. They may stock shelves and set up advertising displays. Please do not include workers who work primarily as Cashiers.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$6.25	\$10.00	\$7.50
New hires who are experienced	\$6.50	\$13.00	\$8.00
3 years with firm, experienced	\$9.00	\$22.00	\$13.50

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	80%	0%	13%	0%	0%	0%
Dental	73%	0%	13%	0%	0%	0%
Vision	53%	0%	7%	0%	0%	0%
Life	40%	0%	7%	0%	0%	0%
Sick Leave	73%	7%	7%	0%	0%	0%
Vacation	87%	7%	7%	0%	0%	0%
Retirement	67%	0%	7%	0%	0%	0%
Child Care	7%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

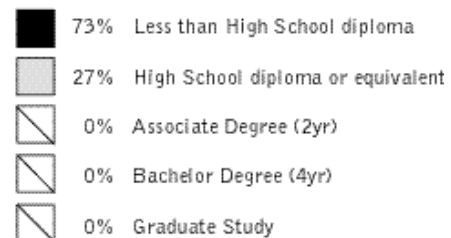
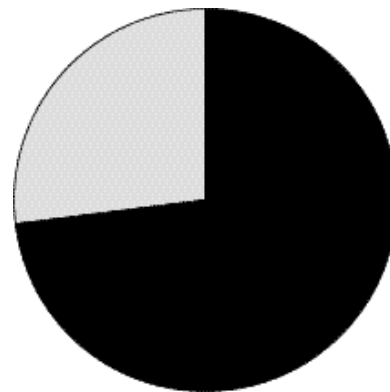
Full-time	30-40
Part-time	20
On-call	0
Seasonal	0

Work Shifts

Day
Swing
Graveyard

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required 13% 60% 27%

Previous experience required: 9 mos. on average

Training as a substitute for experience 33% 67% 0%

6 mos. of training on average can be substituted for experience.

Salespersons-Retail (Except Vehicle Sales)

Skills & Other Requirements

Oral Communication Skills

- Ability to write legibly
- Ability to write effectively
- Ability to perform basic mathematical computations
- Ability to read and follow instructions
- Willingness to work with close supervision
- Ability to work independently
- Ability to use a computer terminal
- Ability to make change
- Ability to operate a standard cash register
- Ability to operate a computerized cash register
- Knowledge of sales techniques
- Ability to lift at least 50 lbs.
- Knowledge of inventory techniques
- Customer service skills

Computer Skills

- Database

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 13.4%

Recruitment Methods

87%	Employee Referrals
80%	Newspaper Ad
80%	Walk-in Applicants
13%	Colleges/Universities
7%	Private Employment Agencies
7%	Employment Development Dept.
7%	Other = Word-of-Mouth

Projections

The projected growth for the period of 1997-2004 for Salespersons-Retail (Except Vehicle Sales) is not available.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	0%	60%	40%
Projected over the next 24 months	0%	67%	33%

Where the Jobs Are

- Clothing Stores
- Department Stores
- Electronics and Compute Stores
- Furniture Stores
- Lumber and Building Materials Stores
- Miscellaneous Shopping

Size of Occupation

Information not available.

Gender

Male	42%
Female	58%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Sheet Metal Duct Installers

OES 878050

Sheet Metal Duct Installers install prefabricated sheet metal ducts used for heating, air conditioning, or other purposes in buildings and similar structures.

Wages & Benefits

Wages: union and non-union

	Low	High	Median
New hires, no experience	\$9.00	\$14.33	\$12.00
New hires who are experienced	\$10.00	\$30.00	\$18.00
3 years with firm, experienced	\$20.00	\$45.00	\$33.50

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	89%	0%	11%	0%	0%	0%
Dental	83%	0%	17%	0%	0%	0%
Vision	78%	0%	17%	0%	0%	0%
Life	72%	0%	6%	0%	0%	0%
Sick Leave	50%	0%	0%	0%	0%	0%
Vacation	78%	0%	0%	0%	0%	0%
Retirement	72%	0%	28%	0%	0%	0%
Child Care	6%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week(avg.)

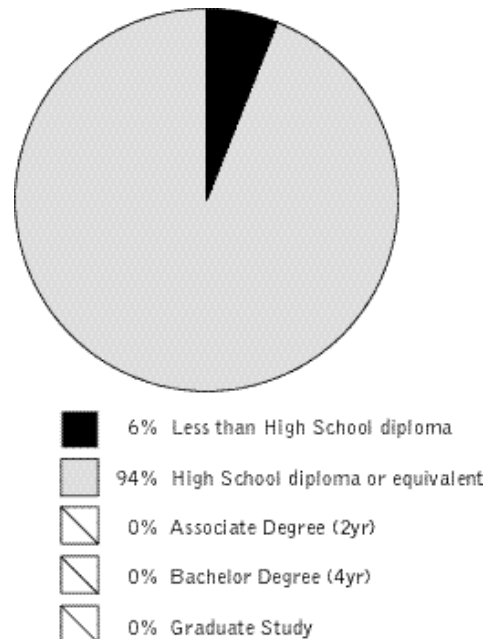
Full-time	40
On-call	0
Part-time	0
Seasonal	0

Work Shifts

Day

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
Previous experience required	56%	22%	22%

Previous experience required: 34 mos. on average

Training as a substitute for experience	86%	14%	0%
---	-----	-----	----

37 mos. of training on average can be substituted for experience.

Sheet Metal Duct Installers

Skills & Other Requirements

Technical Skills

- Ability to perform basic mathematical computations
- Ability to use a computer terminal

Personal or Other Skills

- Oral communication skills
- Willingness to work with close supervision
- Ability to work independently

Basic Skills

- Ability to read and follow instructions
- Ability to write legibly
- Ability to write effectively
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet
- Database

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified		X	
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 7.0%

Recruitment Methods

83%	Union Hall Referrals
61%	Employee Referrals
39%	Newspaper Ads
28%	Walk-in Applicants
17%	In-house Promotion or Transfer
6%	Trade Journals
6%	Employment Development Dept.

Projections

The projected growth for the period of 1997-2004 for **Sheet Metal Duct Installers** is 48.6% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	6%	39%	56%
Projected over the next 24 months	17%	56%	28%

Where the Jobs Are

- Plumbing, Heating, Air-Conditioning

Size of Occupation

Size as of 1997=370

Small (1,389 or less)

Gender

Male	91%
Female	9%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Speech - Language Pathologists and Audiologists

OES 323140

Speech - Language Pathologists and Audiologists examine and provide remedial services for persons with speech and hearing disorders and perform research related to speech and language problems.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$13.42	\$25.00	\$20.62
New hires who are experienced	\$16.78	\$45.00	\$24.49
3 years with firm, experienced	\$21.58	\$75.00	\$31.76

Wages: union

New hires, no experience	\$16.78	\$33.56	\$25.17
New hires who are experienced	\$19.18	\$33.56	\$20.98
3 years with firm, experienced	\$19.18	\$37.40	\$21.76

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	56%	13%	19%	0%	0%	0%
Dental	50%	13%	13%	0%	0%	0%
Vision	38%	13%	13%	0%	0%	0%
Life	38%	6%	6%	0%	6%	0%
Sick Leave	81%	6%	0%	0%	0%	0%
Vacation	69%	13%	0%	0%	0%	0%
Retirement	44%	6%	19%	6%	6%	0%
Child Care	0%	0%	0%	0%	0%	0%
Other*	6%	0%	0%	0%	0%	0%

* Stipend

Hours Worked per week (avg.)

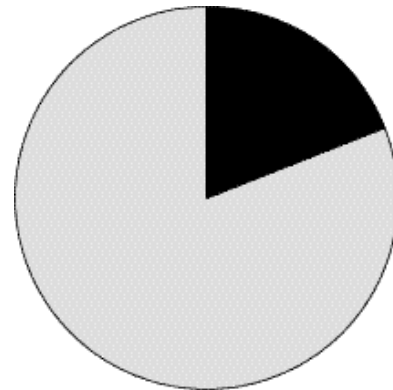
Full-time	39	On-call	10
Part-time	20	Seasonal	0

Work Shifts

Day

Employer Requirements

Education



- ☐ 0% Less than High School diploma
- ☐ 0% High School diploma or equivalent
- ☐ 0% Associate Degree (2yr)
- ☒ 19% Bachelor Degree (4yr)
- ☒ 81% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
Previous experience required	31%	50%	19%

Previous experience required: 21 mos. on average

Training as a substitute for experience	63%	38%	0%
---	-----	-----	----

7 mos. of training on average can be substituted for experience.

Speech - Language Pathologists and Audiologists

Skills & Other Requirements

Technical Skills

- Ability to work independently
- Ability to use a computer terminal

Personal or Other Skills

- Willingness to work with close supervision

Basic Skills

- Ability to read and follow instructions
- Ability to write legibly
- Ability to write effectively
- Ability to perform basic mathematical computations
- Oral communication skills

Computer Skills

- Word processing
- Spreadsheet
- Database

Projections

The projected growth for the period of 1997-2004 for Speech - Language Pathologists and Audiologists is 37.8% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	6%	56%	38%
Projected over the next 24 months	0%	50%	50%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced		X	

Turnover (Annual percentage rate of job turnover) = 11.8%

Recruitment Methods

63%	Employee Referrals
50%	Colleges/Universities
38%	School, Program Referrals
31%	Internet
25%	Newspaper Ads
25%	Trade Journals
19%	Walk-in Applicants
13%	Other = Postings, Posters
13%	In-house Promotion or Transfer

Where the Jobs Are

- Elementary and Secondary Schools
- Hospitals
- Offices of Other Health Practitioners

Size of Occupation

Size as of 1997 = 450
Small (1,389 or less)

Gender

Male	7%
Female	93%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Teachers - Special Education

OES 313110

Special Education Teachers teach elementary and secondary school subjects to educationally and physically handicapped students. Please include teachers who specialize and work with audibly and visually handicapped students and those who teach basic academic and life processes skills to the mentally retarded.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$11.03	\$11.03	\$11.03
New hires who are experienced	\$11.99	\$28.77	\$18.02
3 years with firm, experienced	\$14.38	\$33.08	\$22.30

Wages: union

New hires, no experience	\$16.94	\$23.80	\$18.64
New hires who are experienced	\$17.26	\$23.65	\$22.02
3 years with firm, experienced	\$19.18	\$46.03	\$24.83

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	56%	0%	44%	0%	0%	0%
Dental	56%	0%	31%	0%	0%	0%
Vision	56%	0%	31%	0%	0%	0%
Life	31%	0%	13%	0%	0%	0%
Sick Leave	94%	0%	6%	0%	0%	0%
Vacation	44%	0%	0%	0%	0%	0%
Retirement	31%	0%	63%	0%	0%	0%
Child Care	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

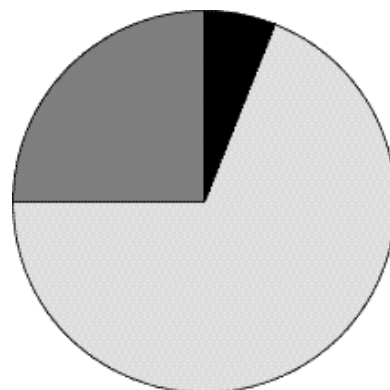
Full-time	30-39	On-call	
Part-time	19	Seasonal	0

Work Shifts

Day

Employer Requirements

Education



- 0% Less than High School diploma
- 0% High School diploma or equivalent
- 6% Associate Degree (2yr)
- 69% Bachelor Degree (4yr)
- 25% Graduate Study

Training & Experience

	Yes	No	Not Required but Preferred
--	-----	----	----------------------------

Previous experience required: 44% Yes, 38% No, 19% Not Required but Preferred

Previous experience required: 16 mos. on average

Training as a substitute for experience: 50% Yes, 50% No, 0% Not Required but Preferred

6 mos. of training on average can be substituted for experience.

Teachers - Special Education

Skills & Other Requirements

Technical Skills

- Sign language skills
- Ability to read braille
- Ability to read lips
- Ability to teach physical education
- Ability to use computer computers as a teaching tool
- Classroom management skills
- Ability to plan and organize training programs
- Ability to write effectively
- Knowledge of children with special needs
- Ability to motivate students
- Record keeping skills
- Ability to plan and organize the work of others

Physical Skills

- Ability to sit and stand continuously for 2 or more hours

Personal or Other Skills

- Ability to handle crisis situations
- Willingness to travel
- Imagination and creativity
- Ability to work independently
- Ability to work as part of a team
- Ability to maintain classroom discipline
- Ability to exercise patience
- Ability to work under pressure
- Attention to detail
- Multi-cultural familiarity

Basic Skills

- Basic math skills
- Ability to write legibly
- Oral communication skills
- Ability to read and follow instructions

Computer Skills

- Word processing
- Spreadsheet
- Desktop publishing

Projections

The projected growth for the period of 1997-2004 for **Special Education Teachers** is 45.9% (Much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	6%	63%	31%
Projected over the next 24 months	0%	69%	31%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified			X
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 16.0%

Recruitment Methods

69%	Employee Referrals
56%	Other = Job Fairs
50%	Internet
38%	Newspaper Ads
25%	Colleges/Universities
19%	Walk-in Applicants
13%	School, Program Referrals
6%	Employment Development Dept.

Where the Jobs Are

- Elementary and Secondary Schools

Size of Occupation

Size as of 1997 = 1,570

Medium (1,390-2,779)

Gender

Male 20%

Female 80%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Telephone and Cable T.V. Line Installers and Repairers

OES 857020

Telephone and Cable TV Line Installers and Repairers install and repair telephone and telegraph lines, television distribution cables, poles, and related equipment such as supports, insulation, and guywire systems. Other duties include locating and repairing defects in existing systems, and placing, rearranging, and removing underground or aerial cables.

Wages & Benefits

Wages: non-union

	Low	High	Median
New hires, no experience	\$8.00	\$15.00	\$14.25
New hires who are experienced	\$12.00	\$19.00	\$17.75
3 years with firm, experienced	\$14.00	\$26.00	\$21.00

Wages: union

New hires, no experience	\$10.00	\$13.00	\$12.42
New hires who are experienced	\$10.00	\$35.49	\$16.50
3 years with firm, experienced	\$20.00	\$36.50	\$24.00

Although information is shown to the nearest whole number for ease of comparison, the reader should not interpret this as an indication of precision (ranges are also considered to be representative).

Benefits

	Employer Pays		Shared Cost		Employee Pays All	
	f/t	p/t	f/t	p/t	f/t	p/t
Medical	47%	0%	27%	7%	0%	0%
Dental	47%	0%	20%	7%	7%	0%
Vision	40%	0%	13%	7%	7%	0%
Life	47%	7%	0%	0%	0%	0%
Sick Leave	53%	0%	0%	0%	0%	0%
Vacation	60%	0%	0%	0%	0%	0%
Retirement	33%	7%	20%	0%	7%	0%
Child Care	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%

Hours Worked per week (avg.)

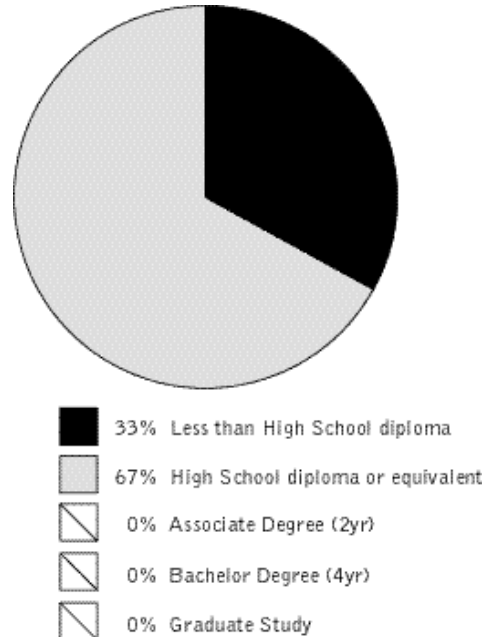
Full-time	40
Part-time	25
On-call	0
Seasonal	0

Work Shifts

Day	
Swing	
Graveyard	
Other = On-call	

Employer Requirements

Education



Training & Experience

	Yes	No	Not Required but Preferred
Previous experience required	33%	40%	27%

Previous experience required: 12 mos. on average

Training as a substitute for experience	67%	33%	0%
---	-----	-----	----

10 mos. of training on average can be substituted for experience.

Telephone and Cable T.V. Line Installers and Repairers

Skills & Other Requirements

Technical Skills

- Ability to operate electric testing equipment
- Ability to apply principles of microwave technology
- Ability to read blueprints
- Ability to read schematics
- Understanding of fiber optics
- Ability to implement safe work practices
- Ability to use hand tools
- Ability to operate trenching machines
- Ability to apply laser technology
- Possession of a valid driver's license
- Problem-solving skills
- Ability to use service manuals

Physical Skills

- Ability to climb poles
- Possession of good color perception
- Ability to crawl under buildings

Personal or Other Skills

- Willingness to work with close supervision
- Ability to work independently
- Willingness to work on-call

Basic Skills

- Basic math skills
- Ability to read and follow instructions
- Ability to write legibly
- Oral communication skills

Computer Skills

- Word processor
- Spreadsheet
- Database

Projections

The projected growth for the period of 1997-2004 for Telephone and Cable TV Line Installers and Repairers is 49.3% (much faster than average). The County Average Growth for all occupations is 24.5%.

Employment Levels

Actual and projected growth as stated by employers surveyed.

	Decline	Remain Stable	Grow
During the last 12 months	13%	13%	73%
Projected over the next 24 months	13%	27%	60%

Supply & Demand (difficulty in finding applicants)

	Not Difficult	Moderately Difficult	Very Difficult
Fully experienced & qualified	X		
Inexperienced			X

Turnover (Annual percentage rate of job turnover) = 6.7%

Recruitment Methods

80%	Employee Referrals
73%	Walk-in Applicants
53%	Newspaper Ads
33%	Union Hall Referrals
13%	Internet
13%	School, Program Referrals
7%	Employment Development Dept.
7%	Colleges/Universities

Where the Jobs Are

- Cable and Other Pay TV Services
- Electrical Work
- Telephone Communications

Size of Occupation

Size as of 1997=1,500

Medium (1,390-2,779)

Gender

Male	94%
Female	6%

Please refer to appendices B & C to locate training providers for this occupation in Santa Clara County.

Appendix A: Previously Studied Occupations 1995-2001

A

Accountants & Auditors: 1999

Adjustment Clerks: 1997

A

Administrative Assistants: 1999

Assemblers: Electrical & Electronic Equipment: 1995, 2000

Assemblers & Fabricators-except Machine, Electrical, Electronic and Precision: 1999

Automotive Mechanics: 1996, 2001

B

Bill & Account Collectors: 1998

Biological, Agricultural & Food Technicians & Technologists - Except Health: 1995

Biological Scientists: 1995

Biotechnology Research Assistants: 1998

Bookkeeping, Accounting & Auditing Clerks - including Bookkeepers: 1995, 1999

Brokerage Clerks: 1998

Bus & Truck Mechanics & Diesel Engine Specialists: 1996

C

Carpenters: 2000

Cashiers: 1999

Chemical Technicians & Technologists - except Medical & Clinic: 1995

Child Care Workers: 1999

Claims Examiners - Property & Casualty Insurance: 1997

Combined Food Preparation and Service Workers: 1999

Compliance Officers & Enforcement Inspectors - except Construction: 1996

Computer Aided Audio/Visual Engineers: 1996

Computer Aided Design Technicians: 1997, 2001

Computer Animators: 1996

Computer Engineers: 1995, 1999

Computer Network Administrators & Managers: 2000

Computer Network Technicians: 2001

Computer Operators: 1995

Computer Programmers, including Aides: 1997, 2000

Computer & Software Support Technicians: 2001

Computer Support Specialists: 1998, 2001

Cooks - Restaurant: 1995, 1999

Correction Officers & Jailers: 1995

D

Database Administrators: 2000

Dental Assistants: 1996, 2000

Dental Hygienists: 2001

Desktop Publishing - Graphic Designer: 1997 (see also Graphic Designer)

Dispatchers - except Police, Fire & Ambulance: 1995

E

Electrical and Electronic Engineering - Technicians and Technologists: 1996, 1999

Electrical and Electronic Engineers: 1996, 2000

Electricians: 1995, 2000

Electronic Home Entertainment Equipment Repairers: 1998

Electronic Semiconductor Processors: 1999

Employment Interviewers - Private or Public Employers: 1997, 2001

Engineering, Mathematical & Natural Sciences Managers: 1998

F

Farm Equipment Operators: 1996

Financial Managers: 1999

Financial Planners: 1998

Food Preparation Workers: 1998

Food Service Managers: 2000

G

Gardeners, Groundskeepers - except Farm: 1995

General Managers & Top Executives: 2000

General Office Clerks: 1998

Graphic Designers: 2001

Appendix A: Previously Studied Occupations 1995-2001

A

	Guards & Watch Guards: 1998		Multimedia Specialists: 1998
H	Hand Packers & Packagers: 1999	N	Network Professionals: 2000
	Hazardous Waste Management Specialists: 1995		Nurse Aides: 1995, 1999
	Heating, Air Conditioning & Refrigeration Mechanics and Installers: 1997	O	Occupational Therapists: 1997, 2001
	Home Health Aides: 1998, 2001		Office Equipment Installers and Repairers: 1997
	Hotel Desk Clerks: 1997		Order Clerks - Materials, Merchandise & Service: 1997
	Human Service Workers: 1995	P	Painters, Paperhangers - Construction & Maintenance: 1995, 2000
I	Industrial Engineers - Except Safety: 1996		Paralegal Personnel: 1998
	Inspectors, Testers, and Graders-Precision: 1999		Personnel, Training, and Labor Relations Specialists: 1997
	Instructional Aides: 1995, 2000		Pharmacy Technicians: 1996
	Integrated Circuit Fabricators/Operators: 1996		Physical Therapists: 1997, 2001
	Integrated Circuit Layout Designers: 1996, 2001		Physical Therapy Aides: 1998, 2001
	Internet Server Designers & Administrators (Webmasters): 1996, 2001		Physical Therapy Assistants: 1998, 2001
J	Janitors & Cleaners - except Maids & Housekeeping Cleaners: 1997, 2000		Plumbers, Pipefitters, and Steamfitters: 1997, 2000
L	Laborers, Landscaping & Groundskeeping: 2000		Police Patrol Officers: 1995, 2000
	LAN/WAN (Local /Wide Area Network) Managers: 1995		Production, Planning, and Expediting Clerks: 1999
	Librarians - Professional: 1996		Public Relations Specialists & Publicity Writers: 1997, 2001
	Licensed Vocational Nurses: 1997		Purchasing Agents, except Wholesale, Retail & Farm Products: 1999
	Lodging Managers: 2000		Purchasing Managers: 1997, 1999
M	Machinists: 1997	Q	Quality Assurance Managers: 1997
	Maids & Housekeeping Cleaners: 1998	R	Receptionists & Information Clerks: 1998, 2001
	Maintenance Repairers - General Utility: 2000		Recreation Workers: 1995
	Marketing, Advertising, and Public Relations Managers: 1996, 1999		Registered Nurses: 1995, 1999
	Mechanical Engineers: 1998		Respiratory Care Practitioners: 1995, 2001
	Medical Assistants: 1996, 2000	S	Sales Agents & Placers - Insurance: 1998
	Medical & Clinical Laboratory Technologists: 1995		Sales Engineers: 1996
	Medical Records Technicians: 1997, 2001		Salespersons - Retail (Except Vehicle Sales): 1998, 2001

Appendix A: Previously Studied Occupations 1995-2001

A

Sales Representatives, Scientific and Related Products and Services - except Retail: 1996, 1999, 2001

Secretaries, Except Legal & Medical : 1996, 1999

Secretaries, Medical: 1997

Sheet Metal Duct Installers: 2001

Social Workers: 1996

Software Engineers: 1996

Speech, Language Pathologists & Audiologists: 2001

Stock Clerks - Sales Floor: 2000

Stock Clerks - Stockroom, Warehouse, Storage Yard: 1998

Systems Analysts - Electronic Data Processing: 1998

T Teachers - Elementary School: 1997, 2000

Teachers, Preschool: 2000

Teachers, Secondary School: 1998

Teachers - Special Education: 2001

Technical Writers: 1999

Telemarketers, News and Street Vendors, Telephone Solicitors, Door-to-Door Sales Workers and Other Related Workers: 1999

Telephone & Cable Line Installers: 2001

Traffic, Shipping, and Receiving Clerks: 1999

Travel Agents: 1997

Truck Drivers, Light - including Delivery & Route Workers: 1995, 1999

V Vehicle Salespersons - Retail: 2000

Veterinary Assistants: 1997

W Waiters & Waitresses: 1998

Wholesale & Retail Buyers - except Farm Products: 1996

Writers & Editors: 1998

Appendix B: Training Providers by Occupation

B

Use this appendix in conjunction with appendix c to get more detailed information about the Training Providers listed. NOVA does not endorse any of the following Training Providers.

Automotive Mechanics

Automotive Joint Apprenticeship of Northern California
Center for Employment Training
Central County Occupational Center
De Anza College
Evergreen College
Santa Clara County ROP North

Computer Aided Design Technicians (CAD)

California College of Communications
The Copper Connection
De Anza College
Evergreen College
Milpitas Unified Adult Education Program
Occupational Training Institute
Santa Clara County ROP North
Santa Clara County ROP South
Silicon Valley College

Computer & Software Support Technicians

Career Dynamics International
Computer Training Consultants
The Copper Connection
De Anza College
Evergreen College
Gavilan College
Heald College
The Institute of Computer Technology
Mission College
The National Hispanic University (computer science)
Occupational Training Institute
Portnov Computer School
Santa Clara County ROP North
Santa Clara County ROP South
San Jose City College
San Jose Computer Academy
Sunnyvale-Cupertino Adult & Community Education
(Computer Technology)
University of Phoenix
University of California Santa Cruz, Extension

Computer Network Technicians

American Business College International
Career Dynamics International
Computer Training Academy
Computer Training Consultants
City University
Foothill College
Gavilan College
Institute for Business Performance
Institute for Business and Technology
Micro-Polytech Institute
Occupational Training Institute
San Jose City College
Santa Clara County ROP North
Silicon Valley College

Computer Support Specialists

Center for Training and Careers
City University
Computer Training Consultants
De Anza College
Foothill College
Gavilan College
Heald College
The Institute of Computer Technology
The National Hispanic University
National University (computer science & IT)
Occupational Training Institute
San Jose City College
Santa Clara County ROP South
University of California Santa Cruz, Extension
University of Phoenix

Dental Hygienists

Advance School of Dental Assisting (Dental Assistant)
Bryman College-North (Dental Assistant)
Central County Occupational Center
Foothill College
Occupational Training Institute (Dental Assistant)
Trinity Business College (Dental Assistant)

Appendix B: Training Providers by Occupation

B

Employment Interviewers-Private or Public Employment Service

John F. Kennedy University (Career Development)
Foothill College
National University
San Jose State University
San Jose State University, Professional Development
University of California Santa Cruz, Extension

Graphic Designers

American Business College International
Center for Employment Training
Center for Training and Careers
De Anza College
Evergreen College
Foothill College
Gavilan College
The Institute of Computer Technology
Milpitas Unified Adult Education Program
Mission College
Occupational Training Institute
Santa Clara County ROP North
Santa Clara County ROP South
Santa Clara Adult Education
Silicon Valley College
San Jose Computer Academy (Business presentations & illustrations)
Sunnyvale-Cupertino Adult & Community Education
University of California Santa Cruz, Extension

Home Health Aides

De Anza College
Gavilan College
Mission College
Mountain View-Los Altos Adult School (home attendant training)
Santa Clara County ROP South

Integrated Circuit Layout Designers

The Copper Connection
International Technological University

MOS Drafting Institute
Silicon Artists
Silicon Drafting Institute

Internet Web Site Designers (Webmasters)

California College of Communications
Center for Training and Careers
Computer Training Consultants
De Anza College (Web development)
Foothill College
Gavilan College
Institute for Business Performance
The Institute of Computer Technology
Occupational Training Institute
Santa Clara Adult Education
Santa Clara County ROP North
San Jose City College
San Jose State University, Professional Development
Silicon Valley College
Software Advanced Technologies Institute
University of California Santa Cruz, Extension

Medical Records Technician

American Business College International
Bryman College South (insurance, billing, coding)
Bryman College North
De Anza College
Evergreen Valley College
Gavilan College
Occupational Training Institute

Occupational Therapists

San Jose State University

Physical Therapists

Training not available in Santa Clara County

Physical Therapy Aides

Training not available in Santa Clara County

Appendix B: Training Providers by Occupation

B

Physical Therapy Assistants

De Anza College

Public Relations Specialists and Publicity Writers

Evergreen Valley College (Journalism/Desktop Publishing)

Gavilan College (Communications, General)

Receptionists & Information Clerks

American Business College International

De Anza College

Metropolitan Adult Education/Campbell Center

Metropolitan Adult Education Program/Metropolitan Center

Metropolitan Adult Education/San Jose Center

Occupational Training Institute

VIVO, Vietnamese Voluntary Foundation

Respiratory Care Practitioners

Bryman College North

Foothill College

Sales Representatives

Training not available in Santa Clara County

Salespersons-Retail

De Anza College (Retail Management)

Sheet Metal Duct Installers

Center for Employment Training

Santa Clara County Sheet Metal Training Center

Speech-Language Pathologists and Audiologists

De Anza College (Speech Communication)

Evergreen Valley College (Speech-language pathology assistant)

Teachers-Special Education

Gavilan College (Early Childhood Teacher Education)

Montessori Teacher Training Center of Northern California
(primary training-ages 3-6 yrs.)

The National Hispanic University (Teacher Education)

National University (specialist credentials)

San Jose City College (Early Childhood Education)

University of California Santa Cruz, Extension (Early
Childhood Education)

University of Phoenix (Teacher Education)

Telephone & Cable TV Line Installers

Computer Training Academy (Telecommunications
Technician)

Institute for Business and Technology (Electronics &
Telecommunications Technician)

Appendix C: Training Providers by Index

C

A

Advanced School of Dental Assisting

1870 Alum Rock Blvd., #B
San Jose, CA 95116
Phone: 408-272-0919
Fax: 408-272-0921

American Business College

650 N. King Rd.
San Jose, CA 95133
Phone: 408-258-0986
Fax: 408-258-8553
www.compbusinesscollege.com

Automotive Joint Apprenticeship of Northern California

1150 S. Bascom Ave., Suite 23
San Jose, CA 95128
Phone: 408-291-2540
Fax: 408-291-2545
www.autoapprenticeship.com

B

Bryman College - North

1245 S. Winchester Blvd.
San Jose, CA 95128
Phone: 408-246-4171
Fax: 408-557-9855
www.bryman-college.com

Bryman College - South

4030 Moorpark Ave., Suite 110
San Jose, CA 95117
Phone: 408-615-4160
Fax: 408-216-0252
www.bryman-college.com

C

California College of Communications

700 W. Hamilton Ave., Suite 210
Campbell, CA 95008
Phone: 408-374-5066
Fax: 408-374-3173
www.calcc.com

Career Dynamics International

1800 Hamilton Ave.
San Jose, CA 95125
Phone: 408-264-4465
Fax: 408-264-4471
www.cditraining.com

Center For Employment Training

701 Vine St.
San Jose, CA 95110
Phone: 408-287-7924
Fax: 408-534-5314
www.cet2000.org

Center for Training and Careers

1600 Las Plumas Ave.
San Jose, CA 95133
Phone: 408-251-3165
Fax: 408-251-3146
www.ctcsj.org

City University

675 N. 1st St., Ste. 110
Santa Clara, CA 95112
Phone: 408-289-1270
Fax: 408-289-1272
www.cityu.edu

Computer Resource Center

2005 De La Cruz Ave., Ste. 200
Santa Clara, CA 95050
Phone: 408-844-8700
www.mail@ctrtrain.com

Computer Training Academy DBA Corinthian Colleges

245 Charcot Ave.
San Jose, CA 95131
Phone: 408-441-6990
Fax: 408-441-6994
www.cci.edu

Computer Training Consultants

144 San Tomas Aquino Rd.
Campbell, CA 95008
Phone: 408-871-6636
Fax: 408-871-6633
www.comptraining.com

The Copper Connection

3003 Bunker Ln., Ste. 201
Santa Clara, CA 95054
Phone: 408-970-9838
Fax: 408-970-9184
www.copperconnection.org

Appendix C: Training Providers by Index

D De Anza College

21250 Stevens Creek Blvd.
Cupertino, CA 95014
Phone: 408-864-5678
Fax: 408-864-8329
www.deanza.fhda.edu

E East Side Union High School District Adult Education Program

625 Education Park Dr.
San Jose, CA 95133
Phone: 408-928-9300
Fax: 408-928-9309

E.S.O. Training & Education Department

1445 Oakland Rd.
San Jose, CA 95112
Phone: 408-971-0888
Fax: 408-971-9140

Evergreen Valley College

3095 Yerba Buena Rd.
San Jose, CA 95135
Phone: 408-274-7900
Fax: 408-223-9351
www.eve.edu

F Foothill College

12345 El Monte Rd.
Los Altos Hills, CA 94022
Phone: 650-949-7777
Fax: 650-949-7375
www.foothill.fhda.edu

G Gavilan College

5055 Santa Theresa Blvd.
Gilroy, CA 95020
Phone: 408-847-1400
Fax: 408-848-4789
www.gavilan.org

H Heald College

341 Great Mall Pkwy.
San Jose, CA 95035
Phone: 408-934-4900
Fax: 408-934-7777
www.heald.edu

I Institute for Business Performance (IBP)

224 Airport Parkway, #250
San Jose, CA 95110
Phone: 408-451-4900
Fax: 408-437-8911
www.ibptraining.com

Institute for Business & Technology (I.B.T)

2550 Scott Blvd.
Santa Clara, CA 95050
Phone: 408-727-1060
Fax: 408-980-9548
www.ibttech.com

The Institute of Computer Technology

589 W. Fremont Ave.
Sunnyvale, CA 94087
Phone: 408-736-4291
Fax: 408-735-6059

International Technological University

1650 Warburton Ave.
Santa Clara, CA 95050-3174
Phone: 408-556-9010
Fax: 408-556-9212
www.itu.edu

J John F. Kennedy University

1 West Campbell Ave.
Campbell, CA 95008
Phone: 408-874-7700
Fax: 408-874-7777

M Metropolitan Adult Education-Campbell Center

1224 Del Mar Ave., Ste. B
San Jose, CA 95129
Phone: 408-927-2300
www.metroed.net

Metropolitan Adult Education-Metropolitan Center

760 Hillsdale Ave., Rm. 1
San Jose, CA 95136
Phone: 408-723-6450
Fax: 408-723-6449
www.metroed.net

C

Appendix C: Training Providers by Index

C

Metropolitan Adult Education-San Jose Center

1149 East Julian St.
San Jose, CA 95116
Phone: 408-947-2311
Fax: 408-297-9475
www.metroed.net

Micro-Polytech Institute

1108 Walsh Ave.
Santa Clara, CA 95050
Phone: 408-492-9048
Fax: 408-492-1464
www.micropolytech.com

Milpitas Unified Adult Education

1331 E. Calaveras Blvd., Bldg. 400
Milpitas, CA 95035
Phone: 408-945-2392
Fax: 408-945-2378
www.musd.org/adult_ed

Mission College

3000 Mission College Blvd.
Santa Clara, CA 95054
Phone: 408-988-2200
Fax: 408-980-8980
www.wvmccd.cc.ca.us/mc

Montessori Teacher Training Center of Northern California

317 Moorpark Wy.
Mountain View, CA 94041
Phone: 650-967-6695
Fax: 650-957-0334

MOS Drafting Institute

405 South Sunnyvale Ave.
Sunnyvale, CA 94086
Phone: 408-738-3386
Fax: 408-732-9269

Mountain View-Los Altos Adult Education

333 Moffett Blvd.
Mountain View, CA 94043
Phone: 650-940-1333
Fax: 650-967-4695

The National Hispanic University

14271 Story Rd.
San Jose, CA 95127-3823
Phone: 408-273-2683
Fax: 408-254-7629
www.nhu.edu

N National University

5300 Stevens Creek Blvd.
San Jose, CA 95129
Phone: 408-236-1100
Fax: 408-236-1395
www.nu.edu

Northern CA S&C JATC

908 Bern Ct.
San Jose, CA 95112
Phone: 408-453-3101
Fax: 408-453-5822

O Occupational Training Institute

21250 Stevens Creek Blvd.
Cupertino, CA 95014
Phone: 408-864-8869
Fax: 408-864-8462
http://oti.fhda.edu

P Portnov Computer School

1580 W. El Camino Real
Mountain View, CA 94040
Phone: 650-961-2044
Fax: 650-261-9485
www.portnov.com

S San Jose City College

2100 Moorpark Ave.
San Jose, CA 95128
Phone: 408-298-2181
Fax: 408-223-3000
Phone Registration: 408-223-0300
www.sjcc.edu

San Jose Computer Academy, Inc.

2211 Quimby Rd.
San Jose, CA 95122
Phone: 408-223-8615
Fax: 408-223-8628

Appendix C: Training Providers by Index

C

San Jose Dental Tech College

2076 El Camino Real
Santa Clara, CA 95050
Phone: 408-244-6015
Fax: 408-244-5080
www.dentaltechcollege.com

San Jose State University

One Washington Square
San Jose, CA 95192
Phone: 408-924-1000
Fax: 408-924-2050
www.sjsu.edu

San Jose State University, Professional Development

3031 Tisch Way, 200 Plaza East
San Jose, CA 95128
Phone: 408-985-SJSU
Fax: 408-345-9000
www.profdev.sjsu.edu

Santa Clara Adult Education

1840 Benton St.
Santa Clara, CA 95050
Phone: 408-423-3500
Fax: 408-423-3580
www.scae.org

Santa Clara County Regional Occupational Program - North

575 W. Fremont St.
Sunnyvale, CA 94087
Phone: 408-733-0881
Fax: 408-733-0894
www.sccoe.org

Santa Clara County Regional Occupational Program- South

700 W. 6th St., Ste. L
Gilroy, CA 95020
Phone: 408-842-0361
Fax: 408-842-0653
www.sccoe.org

Santa Clara County Sheet Metal Training Center

1580 Berger Dr.
San Jose, CA 95112
Phone: 408-293-1144
Fax: 408-293-1425

Silicon Drafting Institute

3150 De La Cruz Blvd., Ste. 101
Santa Clara, CA 95054
Phone: 408-567-0486
Fax: 408-567-0386
www.silicondrafting.com

Silicon Valley College

6201 San Ignacio
San Jose, CA 95119
Phone: 408-360-0840
Fax: 408-360-0848
www.svcollege.com

Software Advanced Technologies Institute

607 South Knickerbocker Dr.
Sunnyvale, CA 94087
Phone: 408-616-7778
Fax: 408-616-7779
www.saticareers.com

Stanford University

Stanford, CA 94035
Phone: 650-723-2300
www.stanford.edu

Sunnyvale-Cupertino Adult and Community Education

591 W. Fremont Ave.
Sunnyvale, CA 94087
Phone: 408-522-2700
Fax: 408-730-8394

T

Trinity Business College

25 North 14th St., #60
San Jose, CA 95112
Phone: 408-287-5100
Fax: 408-287-3009

Appendix C: Training Providers by Index

C

U University of California Extension, Santa Cruz

3120 De La Cruz Blvd.
Santa Clara, CA 95054
Phone: 800-660-8639
Fax: 831-421-0344
www.ucsc-extension.edu

University of California Extension, Santa Cruz

10420 Bubbl Rd.
Cupertino, CA 95014
Phone: 800-660-8639
Fax: 831-421-0344
www.ucsc-extension.edu

University of California Extension, Santa Cruz

1180 Bordeaux Dr.
Sunnyval, CA 94089
Phone: 800-660-8639
Fax: 831-421-0344
www.ucsc-extension.edu

University of Phoenix

3590 N. First St.
San Jose, Ca 95134
Phone: 877-478-8336
Fax: 925-734-6353
www.phoenix.edu

V Vietnamese Voluntary Foundation Inc. (Vivo)

2260 Quimby Rd.
San Jose, CA 95122
Phone: 408-532-7755
Fax: 408-532-1699